



188 High Street, Tonbridge, Kent, TN9 1BE

T: 01732 368120 W: www.mcmnet.co.uk E: info@mcmnet.co.uk

Senior Paid Media / PPC Manager

The Company

MCM Net Ltd is one of the UK's longest established digital agencies having been in business for 22 years (one year longer than Google!). Their culture is one of honesty, teamwork, pride in their results and making a massive difference to their client's businesses.

With a focus on several key verticals including events marketing, charities and tourism, including a team serving the Icelandic market they consistently deliver the highest levels of service, combining their creative and technical know-how with a clear and comprehensive understanding of clients' business needs.

Adopting this approach has led to a whole host of award wins, delighted clients, killer campaigns, Google partner status, one of the few agencies to hold a Google Ad Grant status and one of the original RAR Recommended Agencies, a title we still hold today.

Our staff enjoy a massive range of benefits including regular In house and external training courses, a Partnership bonus scheme, Health Insurance and Vitality reward benefits, Pension Scheme, Birthday days, Duvet Days, Flexi time, Special leave balance allowances, Pay day beer outings, a staff wellbeing committee who organise a host of regular monthly internal and external activities, a Games room, and so much more we wonder how on earth they get any work done. More details can be found at www.mcmnet.co.uk.

Job Description

Excellent career-kick start opportunity for a rising digital marketer to build awesome online paid campaigns across search and social channels including Google Ads, Facebook and Instagram.

Main Duties and Responsibilities

- Liaising with clients.
- Building campaigns to the best standards across all major Social, Search and Display platforms.
- Day to day running, including optimisation and reporting on all campaigns.
- Supporting in planning, implementation and optimisation of search, social and display campaigns to maximise the performance of all campaigns.
- Create engaging ad copy, target relevant audiences and analyse keywords to ensure that key insights are incorporated in activity.
- Tracking setup (including tracking codes/pixel generation, goals and funnels setup).
- Weekly, monthly and quarterly reporting on activities and results against agreed KPIs.
- Analysing Paid campaign performance and recommending next steps.
- Up to date with industry trends, competitor activity and latest paid search innovations.

Person Specification

- Experience of Paid Social advertising, gained in a commercial environment.
- An excellent understanding of social media platforms, as well as other digital media and how they integrate.
- Google AdWords certified professional.
- Highly numerate with a strong attention to detail and ability to analyse large sets of complex data.

- Excellent copy writing and communication skills.
- Highly organised with the ability to manage several tasks at once.
- Knowledge of managing budgets.
- Passionate about social media and digital marketing in general.
- Amazingly personable... communication is the lifeblood of our business. Your passion must lie in working with people. You must have a natural ability to handle challenging situations and personalities with charm.
- The ability to juggle multiple tasks while working across clients and go the extra mile to get things done.
- Pride in your work... we treat our clients' brands as our own and are meticulous about our approach. You will have real pride in what you deliver and always strive for perfection.
- Excellent written and communication skills, with excellent attention to detail.
- Exceptional organisational skills.
- Proactive and resourceful, eager to learn and think out-of-the-box.
- Be a team player able to build effective relationships.
- Be a resilient and self-motivated individual.
- Enthusiasm and passion!

Salary £30,000 - £40,000 D.O.E.