

Role Purpose: To own the company's digital paid media activity (paid search, shopping, display) by managing external agencies and/or the internal team. Support business goals to set and drive KPIs for continuous performance optimisation.

Function / Business Unit: Digital	Location: Flexible Home Working With Some Head Office Travel
Reporting Line: Head of Digital Acquisition	Team Management: N/A
Key Accountabilities / Responsibilities: <ul style="list-style-type: none"> - Lead on strategy development, planning and delivery of all PPC campaign activity to define and drive KPIs - Consistently report on campaign effectiveness to senior stakeholders, including competitive landscape, KPIs, and recommendations on opportunities for growth and managing risks - Manage and maintain major supplier relationships, including but not limited to marketing agency partners and Google, staying abreast of industry trends and latest products/tools - Manage and report on the paid monthly budget deployment, making budget decisions and providing recommendations - - Review campaigns and identify areas for development, striving to constantly improve and optimise PPC campaigns to the highest level - Work closely with other internal departments to develop fully integrated search campaigns and optimise data feed outputs - Work with the Commercial teams to plan and deliver marketing support - React to tactical trading opportunities/risks and ensuring activity is put in place - Manage all display activity across multiple channels, for all prospecting and remarketing activity. - Drive results from other key performance paid media channels as deemed necessary to support business goals - Plan out long-term testing and creative roadmaps. 	Required Skills & Experience: <ul style="list-style-type: none"> - Demonstrable paid search campaign management experience with client side experience preferable - Experience in planning and managing 7-figure paid search budgets within a fast paced retail business - Proven track record of hitting KPI goals such as CPA, ROAS or LTV - An in-depth understanding of PPC optimisation techniques, including knowledge of key metrics - A thorough understanding of bid management tools, including Search Ads 360, Kenshoo or Marin. - High-level hands on knowledge of Google and Bing Paid Search, Shopping and Local Inventory Ads along with other key biddable media platforms - Excellent stakeholder management skills - Experience with analytics and attribution tools - A good understanding of SEO and impacts between paid and organic desirable - - Experience <p>Behaviours:</p> <p>Commercial Awareness – Fully understands business priorities and aligns direction to match. Uses company knowledge and external market data to identify opportunities for commercial success.</p> <p>Strategic Thinking and Awareness - Understands, contributes and executes strategic plans by delegating and guiding others if necessary. Can explain plans fully and recognises viable creative ideas of others and brings them to the table and to those in a position to implement them.</p> <p>Communication - Communicates clearly, articulately and with conviction when speaking with an individual or before a group. Adapts content and</p>

style to their audience and is comfortable presenting to senior stakeholders.

Relationship Building - Proactively identifies and deliberately develops important relationships. Works to communicate organisational vision and to understand strategic priorities.

Analytical - Is metrics-driven with a hands-on approach to analysing and interpreting data to drive performance benefits. Has the ability to analyse the integrity of data.

Drive and Motivation - Confident self-starter, dedicated to achieving the best possible results, having a desire to drive performance forward. Passion, drive, resilience and a 'let's get this done' attitude. Someone who is keen to have real ownership and make things happen.
