

## Job Description

**Title:** PPC Analyst

**Department:** Campaign Management

**Reports to:** Head of Search

### About Net Media Planet

Net Media Planet is an award-winning paid search agency based in the heart of London's West End. Ranked as the 16<sup>th</sup> fastest-growing private technology firm by the Times in September 2009, Net Media Planet has enjoyed considerable and sustained success in the years since its foundation in 2004.

### The role

We are looking for someone to join the team and take on the role of PPC Analyst, reporting directly to the Head of Search.

The individual must be a professional self-starter who has a passion for the online industry. They must have excellent analytical skills and good commercial awareness.

The successful applicant would find the role fast paced, challenging and with scope to build a very valuable skill set in a growing and innovative sector.

### Responsibilities

#### **Paid search:**

##### Ownership of Campaigns

- Responsible for own campaigns, from set up thorough to optimisation;

##### Campaign delivery

- Manage campaigns end-to-end, from set up through to optimisation and subsequent reporting;
- Achieve campaign gross profit targets;
- Deliver against clients' campaign KPIs;
- Provide the account management team with performance insights;

## Optimisation

- Become expert in the use of paid search tools, including Net Media Planet's leading proprietary technology platform "Mercury", and the search engine account interfaces (Google Adwords, Yahoo! Search Marketing and Microsoft AdCentre)
- Optimise campaigns in accordance with the Net Media Planet best practice;
- Make landing page optimisation recommendations;
- Work closely with the Publishing and Projects team to ensure web page offers are current;

## Forecasting

- Forecast campaign performance on a weekly basis;
- Complete the budgeting process on a monthly basis;

## Other

- Become expert in latest PPC techniques and trends;
- Contribute to innovation in Net Media Planet, a thought leader and innovator in search marketing;
- Perform ad hoc duties as and when required;

## Client Management:

- Act as secondary point of contact for clients;
- Identify opportunities to up sell and increase campaign gross profit;
- Perform adhoc duties as and when required.

## Qualifications\skills

- Minimum 2:1 at degree level in mathematics, statistics or another quantitative subject;
- Preferable to have a second language;
- Analytical with excellent numerical skills;
- Proficient use of MS Office, particularly MS Excel;

## Competencies

### **Develops & applies skills and capabilities**

- Attends and contributes to Knowledge Share;
- Follows Analyst training plan;
- Takes advantage of on the job opportunities to develop skills and knowledge;

- Uses external knowledge resources to obtain information and build skills;
- Understands campaign optimisation;
- Responds to developmental feedback
- Proficient use of Yahoo!, Bing, Google, and Facebook interfaces ; and Adwords editor, Mercury and Google Analytics;

#### **Organises & directs quality work**

- Works autonomously and follows direction;
- Performs work with direction to meet deadlines and quality expectations;
- Asks questions when there is uncertainty;
- Adheres to standard methods and practices;

#### **Maximises team performance**

- Works collaboratively with other team members;
- Is open to different viewpoints;
- Considers self as part of a team;
- Delivers work according to deadline;

#### **Establishes credibility with client & develops accounts**

- Demonstrates maturity in interactions with clients and others;
- Adjusts manner/style to fit situation and expectations;
- Keeps commitments and/or promises;
- Uses others' time intelligently and keeps commitments and/or promises;

#### **Anticipates issues & negotiates solutions**

- Recognizes what and when issues need to be raised;
- Identifies possible causes of issues or problems;
- Asks for help from appropriate sources when recognizing own limits;

#### **Builds industry awareness, understanding & insights**

- Learns about the marketing industry from looking at marketing forums; blogs and magazines;
- Shows keen interest in learning about the industry;

Delivers work according to deadline;