



# Graduate Trainee PPC Account Executive

**Reporting to: Head of Search**

**Location: Soho, London**

## Overview

DBD Media is a specialist search engine marketing and social media agency that delivers performance-driven PPC, SEO and Social Media services to a wide range of clients in multiple sectors.

We work with Google, Yahoo, Bing, Facebook, Twitter and LinkedIn to deliver sales, leads and visitors to our clients. Our clients are in nearly every mainstream sector, and include De Vere Hotels, the Money Advice Service, Lyle and Scott, IPC Media, Neal's Yard Remedies, Skiworld and the Energy Saving Trust, amongst others.

Our approach is target-driven, personalised and transparent, with a firm commitment to delivering against best practice benchmarks.

We are close knit 20-strong team, based in the heart of Soho. Our people work very closely together in what is a fun and collaborative environment to work in, and we have an active company social life. Read on if you'd like to find out more about joining us.

## Requirement

We are looking for a super-sharp recent graduate, or someone with 1-2 years' work experience, to join us as a trainee PPC Account Executive. If you have any search engine marketing experience that would be a real asset, although we are very happy to train candidates with the right aptitude.

This is a full time position working within our PPC team from our offices in Soho in Central London. We are not seeking an intern or work placement.

If you join us you will gain entry to a fast track career, at the cutting edge of digital marketing. Promotion is rapid, and if you are good, you will get very early responsibility and exposure to senior managers at some fantastic client brands.

## Role

Below is a non-exhaustive list of the areas you will work in, and the tasks you will be involved in. You will be expected to:

- Work very closely with other members of the team in building, optimising and reporting on client PPC campaigns.
- Learn the intricacies of managing search media budgets across Google, Bing and Facebook.
- Conduct keyword research, write ad copy, check website landing pages, compile reports in Excel and generally assist the Account Managers in their daily tasks.
- Analyse campaign data to establish trends and key performance indicators
- Meet demanding internal and client targets in a pro-active and positive manner. After an initial induction period you will attend client meetings.
- Liaise with the search engines and with our campaign management / tracking technology providers.
- Get involved with other areas of the company – working with our SEO, Social Media and Analytics teams, as well as helping with general office admin

Full training will be provided – this is a fantastic opportunity to get in on the ground floor of a really high growth part of the advertising industry.



### **Candidate Profile:**

- Analytical and numerate graduate – with really strong academic record
- Outgoing and energetic, with strong communication skills
- Excellent written and spoken English - we need you to have both good spelling and grammar
- Other European languages desirable but not essential
- Happy to pick up the phone, talk to people, get involved.
- Strong attention to detail with ability to check your work and learn from mistakes
- An understanding and strong interest in search engines, social media and other forms of digital marketing is desirable
- Results driven - ability to work under pressure and to prioritise often conflicting demands
- Willing to learn – ambitious
- Experience of MS Excel, Word, PowerPoint and Outlook – strong Excel is essential

### **What You Will Get:**

- Great experience working in a successful and growing search engine marketing and social media agency.
- Early responsibility once you have won the confidence of the team.
- Lots of training and development, and opportunities for rapid career progression

### **Remuneration:**

Competitive Salary

Generous personal bonus scheme

DBD Media contributes £500 to personal development choice – gym membership, language lessons etc.

5 weeks holiday per year

### **Note:**

Candidates must be able to work from 9.00-6.00 Monday to Friday in Central London.

Full UK work visa required.