



PPC Account Executive

6-18 months experience, preferably agency side

Reporting to: Head of Search

Location: Soho, London

Overview

DBD, one of the UK's longest established search engine and social media marketing agencies, is seeking a PPC Account Executive to join our busy Performance Media team. We are looking for a bright, enthusiastic and ambitious person to work across a range of different accounts, and to eventually take on full client responsibility as an Account Manager.

We work with Google, Yahoo, Facebook, Twitter and LinkedIn, as well as programmatic display channels, to deliver sales, leads and visitors to our clients. Our clients are in nearly every mainstream sector, and include Maybourne Hotels, Lyle and Scott, Time Inc, KLM, Virgin, Skiworld, Breast Cancer Care and VSO, amongst others.

Our approach to paid search 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.

The Role

We are looking for a really smart PPC Executive, with at least 6 months PPC experience, to join our Performance Media team. You may have decided that your current role isn't working out for some reason, or would like more responsibility, or perhaps a change to a smaller agency where you can be more than a small cog in a large machine.

If you join DBD you will join a dynamic agency that is growing fast. Our Performance Media team pride themselves on their best-practice approach and their commitment to exceeding our clients' targets, and we need someone who shares this ethos and who can play a full part in the development of the team. Promotion at DBD is rapid, and if you make the grade, you will get very early responsibility and exposure to senior managers at some fantastic client brands.

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 and paid social campaigns.
- Manage search campaigns across Google, Yahoo, social media and display channels.
- 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 be attending client meetings, and eventually start to take responsibility for some of your own clients.



- 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 Content Marketing teams.

Candidate Profile:

- Analytical and numerate graduate – with really strong academic record
- Outgoing and energetic, with strong communication skills
- A team player, with very strong communication skills – above average spelling and grammar, excellent written and spoken English, ideally with English as a first language
- 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
- Results driven - ability to multi-task, 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 digital marketing agency
- Early responsibility and plenty of autonomy once you have won the confidence of the team
- Lots of training and development, and opportunities for rapid career progression

Remuneration:

- Competitive Salary
- Generous benefits package and personal bonus scheme
- DBD contributes £500 to personal development– gym membership, language lessons etc.
- 25 days holiday per year, rising to 26 days after two years

Note:

Candidates must be able to work from 9.00-5.30 Monday to Friday in Central London.

Full UK work visa required.

Apply:

Please send us your CV, either via our website, or direct to jobs@dbdmedia.co.uk, along with a covering email explaining why you think you'd be a great fit with our team. Tell us a bit about yourself. What are your passions and your interests outside of work? Why do you think you'd fit in with us? What value can you add to our team and to our clients?



Please note that due to the volume of applications we receive we are only able to reply to people who meet the above application criteria, and who's experience is consistent with our job specification.