



# PPC Account Manager

12-24 months PPC 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 Manager to join our busy Performance Media team. This role would suit an experienced PPC Account Executive looking for their first PPC AM role, or an AM looking to move to a more hands-on, autonomous role. We are looking for someone who is bright, enthusiastic and ambitious, who can take full responsibility for a range of different client accounts.

At DBD 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, Skiworld, Breast Cancer Care and VSO, amongst many 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 team work really closely together in what is a fun and collaborative environment to work in, and we have a very active company social life. Read on if you'd like to find out more about joining us.

## The Role

We are looking for a super-sharp PPC specialist, with at least 12 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 you have learned the ropes and are now looking for more responsibility with a move to Account Manager.

If you join DBD you will join a dynamic agency that is growing fast. Our 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 management 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 take responsibility for your own PPC clients, often working with other members of the team
- You will be expected to manage and optimise PPC accounts to demanding targets in a proactive manner, and will attend and lead monthly client meetings
- You will also be expected to liaise with the major search engines - Google, Yahoo/Bing, Facebook, Twitter - and with our campaign management / tracking technology providers
- Provide detailed analysis of campaign data to establish trends and key performance indicators
- Get involved with other areas of the company – SEO, Social Media and Content Marketing



### Candidate Profile:

- Outgoing, energetic, ambitious and numerate graduate – with strong academic record
- 12-24 months PPC management experience, preferably at an established agency
- 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
- Strong client handling experience, motivated by improving client happiness
- A passion for search engines and all forms of digital marketing – and willing to share knowledge with colleagues
- Results driven - ability to work under pressure and to prioritise often conflicting demands
- High attention to detail – analytical, numerate and very organised
- Ability to demonstrate effective PPC optimisation techniques
- Experience of MS Excel, Word, PowerPoint and Outlook – strong Excel is essential
- Understanding and appreciation of the wider online marketing field – SEO, affiliate marketing, usability, analytics, content marketing and social media

### What You Will Get:

- Great experience working in a successful and growing digital marketing agency
- Plenty of autonomy and responsibility for client accounts
- 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](mailto: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.