



PPC Assistant

Location – Working from home / The Mill, Lodge Lane, Derby, DE1 3HB

The Role:

This is an excellent opportunity to learn and develop digital marketing skills in PPC. Working closely with the PPC Manager, you will learn how to for creating, managing, and optimising PPC campaigns whilst also supporting the wider team in other digital areas. This role is perfect for a University graduate looking to join a Digital Marketing Agency.

About you:

- Marketing related experience, either through a placement or internship.
- Good with numbers and data – this is an analytical role, so this is key.
- Excellent attention to detail.
- Understanding of the digital marketing landscape.
- Strong communication skills with the ability to work in a team environment.

Desirable:

- Digital marketing accreditations or qualifications
- Some experience in PPC or Paid Social.
- Google Skillshop certifications.

Tasks:

- Devise, implement, and run PPC campaigns across client accounts in line with client goals and objectives.
- Develop a strong understanding of the products, competition, industry, marketing goals, and objectives of our clients.
- Liaise with the PPC Manager and other team members to proactively adjust all PPC metrics for optimisation.
- Produce monthly reports for clients containing a description of monthly activity, suitable advice and recommendations, and a clear summary of performance against KPIs and metrics.

Applications:

Please email your CV with a brief introduction of yourself to Jerry Donegan – jerry@tdmp.co.uk