

Job Title: PPC Marketing Executive (Amazon/Google/Social)

Hours: Flexitime (37.5 Hours)

Salary: £25,000 to £40,000

Interviews: Sept/Oct 2023



Who We Are

Ecommerce specialist with our own in-house brands (BABYGO®, Femeo® & OnlineRadioCodes.co.uk). We have over 1,000 orders per day and are one of the UK's fastest growing companies with products available in over 28 countries. We are a small team growing month by month with a passion to be "best in class" at what we do.

Job Overview

We are seeking a results-driven and business-minded Marketing Executive to join our dynamic marketing team. The ideal candidate will be responsible for managing and optimising our online advertising efforts across multiple platforms, including Google Ads, social media, and Amazon Ads. This role requires a high level of attention to detail, analytical skills, and the ability to produce actionable reports to management.

1. Paid Advertising Management:

- Develop and implement effective Google Ads, social media advertising, and Amazon Ads campaigns to drive traffic, leads, and sales.
- Monitor and optimise advertising budgets to ensure cost-effectiveness and ROI across multiple countries.
- Conduct keyword research and competitor analysis to refine ad targeting strategies.

2. Data Analysis and Reporting:

- Utilise data analytics tools and platforms to measure campaign performance and generate detailed reports.
- Identify trends, insights, and opportunities for improvement based on data analysis.
- Present regular performance reports to the marketing team and senior management.

3. Cross-Country Marketing:

- Adapt advertising strategies and campaigns to suit the specific needs and preferences of different countries and markets.
- Stay informed about market trends and consumer behaviour in each target market.

4. Business-Minded Approach:

- Collaborate with the marketing team to align advertising efforts with overall business goals and objectives.
- Continuously assess the competitive landscape and adjust strategies accordingly.

5. Excel Proficiency:

- Utilise Microsoft Excel to organise, analyse, and visualise data to ninja level.
- Create spreadsheets and reports to track advertising performance and budget allocation.

6. Creative Content Collaboration:

- Collaborate with the creative team to develop compelling ad creatives and landing pages.
- Ensure that advertising materials are consistent with brand guidelines.

Qualifications:

- Proven experience in managing Google Ads, social media advertising, and Amazon Ads campaigns.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Proficiency in data analytics tools and platforms (e.g., Google Analytics, Facebook Ads Manager).
- Exceptional attention to detail and organizational skills.
- Business-minded approach with a focus on ROI and revenue growth.
- Advanced knowledge of Microsoft Excel for data analysis and reporting.
- Excellent communication and presentation skills.
- Ability to work independently and as part of a collaborative team.
- Multinational marketing experience is a plus.

Benefits:

Joining the GAVGO team offers more than just a job; it's an opportunity to work in a fast-paced and dynamic environment with a highly motivated team. We offer a range of benefits to support your personal and professional development, including:

- The latest Mac and 40-inch Monitor 🧐.
- Conferences and Seminars; keep up to date with the latest and greatest.
- Flexitime & home working when required.
- Pension & Stocks and Shares Scheme.
- Costco Card.
- Gym Membership.
- Free Food Friday.
- Your birthday off.
- Achievement Awards to recognise your hard work and contribution to the team.
- Training/Qualifications to help you stay ahead of the game and grow your skills.
- Quarterly social events.