



Paramount  
Digital

# Job Description

## Paramount Digital

### Job Role

Head Of Paid Search

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## Role Overview

As the Head of Paid Search, you will lead Paramount Digital's PPC team, driving innovation, growth, and top-tier client results. Reporting to the Paid Media Director, you'll manage a team of 9 (3 PPC Managers and 6 Executives) and work with senior leadership to align PPC strategy with business goals.

This senior role involves overseeing daily PPC operations, team leadership, service development, and managing key client accounts. You'll be responsible for campaign strategy, team performance, and delivering exceptional results across paid search channels.

This is a full-time, office-based role, essential for team collaboration and department growth.

## Key Responsibilities

### Strategic Leadership & Performance

- Develop and oversee the overall paid search strategy, ensuring alignment with client objectives.
- Lead high-level campaign strategy across Google Ads, Microsoft Ads, and other paid platforms.
- Identify growth opportunities and continuously refine paid media approaches to drive ROI and revenue growth.
- Ensure effective budget allocation and bid management, optimising performance for lead generation and eCommerce clients.
- Keep up to date with the latest PPC trends and technologies, implementing best practices across campaigns.

### Team Management & Development

- Manage a team of PPC managers and executives, providing guidance, mentorship, and performance feedback.
- Set clear goals and develop training programmes to upskill the team.
- Conduct performance reviews, approve annual leave, and manage staffing requirements for Paid Media Managers.
- Encourage collaboration between PPC, SEO, content, and UX teams to ensure a fully integrated approach including cross departmental training.

### Client & Stakeholder Management

- Take a proactive role in client strategy meetings, ensuring high standards of service delivery.
- Build and maintain strong client relationships, acting as the key point of contact for high-value accounts.
- Oversee client reporting and insights, ensuring clear and actionable recommendations.
- Educate clients on the value of PPC and its impact on broader digital marketing objectives.

### Data, Reporting & Tracking

- Oversee campaign tracking and data accuracy, ensuring insights are based on solid analytics.
- Lead on Google Tag Manager implementations, enhanced conversions, and compliance with cookie consent regulations.
- Provide strategic reporting to senior stakeholders, highlighting performance trends and growth opportunities.
- Implement automation, scripts, and AI-driven strategies to streamline processes and improve results.

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## Initial Objectives

- Establish strong working relationships with the PPC team and wider departments.
- Conduct a full audit of existing PPC strategies, identifying areas for immediate improvement.
- Review all existing PPC infrastructure and make suggestions as to how the team should be structured for efficiency improvements.
- Ensure smooth client onboarding for any new paid search accounts.
- Develop a roadmap for team growth and development, aligning with Paramount Digital's long-term vision following a review process with all Paid Media staff.

## Why Us

At Paramount Digital, we have been delivering outstanding digital marketing services for over eight years. We're a dynamic and fast-growing digital marketing agency, delivering cutting-edge strategies that drive real results. Now, we're looking for an experienced and strategic leader to drive growth, foster innovation, and lead our PPC department.

## Who We're Looking For:

We're searching for an ambitious, driven, and passionate PPC expert who thrives in a fast-paced agency environment. The ideal candidate will bring a strategic mindset, strong leadership skills, and a results-oriented approach to PPC.

## What You'll Bring:

- Experience: 6+ years in paid search marketing with a proven track record of delivering outstanding ROI.
- Expertise: Strong technical PPC knowledge with a proven track record of managing large-scale PPC campaigns and other digital campaigns with significant budgets.
- Leadership: Proven ability to manage teams, mentor staff, and foster a culture of collaboration and innovation.
- Strategic Thinking: Capable of developing cutting-edge PPC strategies that engage and challenge clients.
- Communication Skills: Able to simplify complex information and present technical insights confidently to senior stakeholders and clients.
- Client & Commercial Focus: Experience managing high-value client accounts with a strong commercial awareness and a results-driven mindset.
- Self-Management: Highly organised with exceptional time management, scheduling, and prioritisation skills.
- Innovation: Passion for staying ahead of PPC trends and implementing forward thinking strategies.

## Tools & Technology Proficiency:

You should have hands on experience with:

- Google Ads & Microsoft Ads
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Ads Editor
- Looker Studio (Google Data Studio)
- Excel/Google Sheets for data analysis
- Keyword research tools (e.g., KW Finder, SEMrush, Ahrefs)
- MQL to SQL tracking and sales funnel optimisation

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## What We Offer

### A Full Range Of Additional Benefits, Including:

- Pension scheme
- Free eye tests
- Mental well-being support
- Discounts with our partners
- Regular company events
- Weekly yoga wellness sessions
- And everything else you'd expect from a top digital agency!

**Location:** Rainford, St Helens

**Salary:** £45,000 To £55,000

**Holidays:** 25 Days + Bank Holidays

**Personal Development:** Customised Development Plan & Clear Career Progression

*If you're a results-driven PPC expert ready to take the next step in your career, drive outstanding results and shape the future of our PPC department, then we'd love to hear from you.*