



Paramount  
Digital

# Job Description

## Paramount Digital

### Job Role

**Senior PPC Executive**

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## Senior PPC Executive

### Role Overview

At Paramount Digital, we have been delivering outstanding digital marketing services for over eight years. As our team expands, we are looking for a highly motivated and analytical Senior PPC Executive to join us.

This role is ideal for someone with 3+ years of experience in PPC or relevant education who is eager to refine their skills and contribute to impactful paid advertising campaigns.

### Role Expectations

#### Key Responsibilities

- PPC campaign management and execution including:
  - Keyword research and ad copy optimisation.
  - Campaign creation, management, and performance analysis / tracking across Google Ads, Microsoft Ads, and other platforms.
  - Bid management, budget allocation, and A/B testing to improve campaign efficiency.
  - Monitoring conversion rate and suggesting improvements
- Work across multiple client accounts, ensuring all tasks are completed to a high standard and within set deadlines. Senior Executives are expected to work on more complex PPC accounts.
- Set up and quantify campaign performance with bespoke tracking utilising Google Tag Manager. This includes an understanding of enhanced conversions and cookie consent rules and regulations.
- Prepare and deliver detailed performance reports, analysing data to highlight opportunities for growth.
- Educate yourself to be commercially aware on behalf of the client in relation to their marketing activity – for example, product / service margins and or lead to sale process.
- Collaborate with PPC Executives to support with trouble shooting and skills development
- Participate in client meetings – taking ownership of meeting agendas and presenting updates and work completed when necessary.

#### Initial Objectives

- Build strong working relationships with your PPC team and internal colleagues.
- Take ownership of assigned tasks, ensuring they are delivered effectively and on time.
- Gain familiarity with Paramount Digital's tools, processes, and client expectations.
- Demonstrate a proactive approach to learning and applying knowledge gained through training sessions and on-the-job experience.

#### Ongoing Objectives

- Contribute measurable results to client campaigns, including improved conversions and conversion value, conversion rates, and ROI.
- Develop positive relationships with clients by delivering high-quality work and maintaining professional communication ensuring client retention.
- Continuously refine skills and knowledge through training opportunities and independent research.
- Collaborate effectively within the PPC team and across departments, supporting the delivery of integrated digital strategies.
- Stay up to date with the latest PPC trends, tools, and best practices, implementing insights into campaigns.

# Job Description

## PPC Manager

### Who We're Looking For:

We're looking for a data-driven, results-focused Senior PPC Executive with a solid background in managing paid search campaigns across platforms like Google Ads and Microsoft Ads. The ideal candidate is analytical, detail-oriented, and confident in optimising campaigns to meet performance goals. You should be comfortable working with data, spotting trends, and making strategic decisions that drive measurable results. A proactive approach and a passion for continuous improvement are key to success in this role.

### What You'll Bring:

- **Experience:** 3+ years in a PPC or digital marketing role, or equivalent educational background with demonstrated interest in PPC (e.g., personal projects, certifications). There must be proven experience of hosting meetings with customers, presenting results both physically and digitally.

- **Tools Proficiency:**

Working knowledge of:

- Google Ad & Microsoft Ads
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Ads Editor
- Microsoft Excel / Google Sheets (for data analysis and reporting)
- Google Looker Studio
- Monday.com
- Keyword Research Tools – KW Finder or Equivalent
- Cookie Consent
- MQL to SQL Rates and Marketing to Sale Processes

### Soft Skills:

- Strong attention to detail
- Analytical mindset with a data-driven approach
- Teamwork and collaboration skills
- Passion for digital marketing and a proactive attitude toward improvement
- Practical intelligence when approaching problems
- Great interpersonal skills for client liaison

### 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:** Head Office, Rainford, St Helens

**Salary:** £28,000 To £32,000

**Holidays:** 22 Days + Bank Holidays

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

*If you're passionate about PPC and ready to take the next step in your career, then our PPC Department offers the perfect opportunity to learn, grow, and make an impact. We'd love to hear from you!*