



Senior Paid Media Executive / Senior PPC Executive

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

About the role

This is an opportunity to join an expanding digital marketing agency. This role is ideal for someone with experience in PPC who is looking to take on more responsibility and progress in their career.

You'll be working closely the Head of Paid media on key accounts. You'll take ownership of mid-sized accounts and collaborating with the wider team to implement the PPC strategy.

Who would be a good fit for the role:

- Confident in taking ownership of PPC strategies and implementing them for a diverse portfolio of clients
- Great track record of developing PPC accounts
- Ability to identify issues and be pro-active in solving them
- Strong workload & time management skills.

Responsibilities

- Creating and managing strategies for 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 your clients
- Auditing existing and prospect client accounts
- Produce monthly client reports containing detailed analysis of account performance
- Successfully implement PPC campaigns
- Work produced for clients to be error free and ready for external viewing upon submission
- Proactive recommendations for the growth and development of PPC accounts
- Lead in the planning and design on new PPC landing pages
- Assist in the long term PPC strategy planning and campaign development

Desired experience

- 2 years' experience working in Paid Media (agency preferred)
- Strong understanding of Paid Media and best practice
- A high level of numeracy with strong attention to detail

Benefits of working at TDMP

- Competitive salary (plus home broadband / phone subsidy)
- 25 days holiday plus bank holidays and 1 CSR day to support chosen charity
- Flexible working approach
- Health Insurance (on completion of probation period)
- Health Cash Plan including employee assistance programme
- Contributory Pension (on completion of probation period)

Lower Ground Floor, The Mill, Lodge Lane, Derby DE1 3HB

The Digital Marketing Partners

Registered Office. Digital Dynamix LLP, Kemp House, 160 City Road, London EC1V 2NX.

Registered Number OC363963. Registered in England and Wales



- Packaged benefits programme
- Employee share ownership scheme (on completion of probation period)
- Regular team social events

About TDMP

TDMP is a strategy led, digital growth agency. We are specialists in acquiring more profitable customers for our clients.

We develop and deliver innovative and effective search, social and digital strategies that drive more customers to our clients' businesses. We work across a broad range of business sectors increasing online visibility, growing traffic, and ultimately delivering increased quality lead volumes and sales.

The team operates out of 2 offices in Derby & Tunbridge Wells and is made up of 13, including search engineers, content marketers, software developers, PPC specialists and operations management.

Our focus is on delivering outstanding commercial results for our customers across the following areas:

- Digital Strategy
- Organic Search (SEO)
- PPC
- Content Marketing
- Social Media
- Reputation Management

Applications

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