



Job role: PPC / Paid Media Manager

Reporting to: Managing Director

Salary: Basic OTE £22k-£30k per annum

Role Type: Contract

Hours: Full or Part-Time Applicants Considered

Who is Citrus Ornge?

Citrus Ornge is a specialist performance marketing, technology, and publishing business that are experts in high-end B2B and B2C lead generation. We provide bespoke digital marketing products aimed, not at your business, but at your customers. We know exactly where your customers are and how best to reach them. And that's what we do.

What we are looking for

The business is in a period of rapid growth. We are looking for an ambitious self-starter PPC Paid Media Manager to drive this campaign traffic and conversion growth. With proven experience performing within a Paid Media environment you will know what it takes to drive leads and lead generation campaign sales.

PPC / Paid Media Manager

The PPC/Paid Media Manager will manage all lead generation traffic and new customer sales acquisition activity across campaign adverts, landing pages and campaign sequences to improve conversion rates of leads. You will propose and continually review all media and traffic-driving tactics to drive views, clicks, shares, new leads, downloads, and ultimately sales. You'll work with the Citrus sales team to plan, manage and execute our client's campaign lead data and analytics to improve conversion rates. You will have a proven track record in managing quality paid media/PPC leads through short term, time-sensitive client campaigns.

You will be based in the vibrant creative space, Platt9rm, in Hove Town Hall. You will be part of something compelling, which will provide you with job satisfaction. You will be accountable for delivering profitable paid media growth across our client campaigns and our own financial services website UK Experts Online.

Key Responsibilities

Project managing paid social / paid media campaigns across:

- Facebook PPV
- Facebook Video Ads
- Facebook Lead Ads
- Google Search PPC
- Bing PPC
- Google Display Network
- LinkedIn Ads
- Native Advertising across relevant online platforms

Responsibilities

- Own all media and traffic-driving tactics to deliver best practice and ROI
- In-depth understanding of Facebook and Google advertising platforms and associated tools
- Set and monitor CPA to deliver profitable acquisition activity
- Understand how to maximise output in media activity media campaigns at the same time across a number of client campaigns
- Track and measure paid campaigns to improve Paid performance to meet the KPIs for different lead traffic geographies and industry sectors
- Manage targeting, tracking, retargeting and campaign reporting across the relevant media platforms
- Set up and manage client campaigns products and services directly from Facebook, Google, LinkedIn and other native advertising platforms
- Planning, and overseeing the production of native/display advertising (banner advertising, video advertising native advertising etc) to generate lead traffic
- Writing headlines, ad copy and call-to-action for ads in all formats
- Understand how to differentiate campaigns for different geographies and industry sectors (ideally for the financial services sector)
- Continually learning and developing new paid media techniques across new and existing paid media and PPC platforms
- Be able to manage and prioritise multiple campaigns simultaneously
- Deliver reporting and analyse campaign results, with a view to developing actionable insights
- Identify and act upon budget optimisations requirements

This list is not exhaustive, and you may be called upon to carry out other tasks and duties that can be reasonably expected within the scope of your role.

Person Specification

Experience

- At least 2 years previous demonstrable experience of leading performance marketing paid media/PPC campaigns through landing pages, Facebook and other native advertising channels
- Previous demonstrable experience managing 'call to action' lead generation campaigns
- Strong experience of setting up PPC/media for lead generation campaigns
- Strong experience of display advertising for lead generation
- Solid knowledge of ad serving and PPC management tools
- Solid knowledge of website analytics tools
- Strong knowledge of Facebook attribution models
- Experience of managing and prioritising multiple campaigns simultaneously
- Experience of keyword research
- Experience of A/B testing copy
- Experience of marketing performance analysis through Google Analytics. Ability to set up tags through Google Tag Manager.
- Knowledge of building Facebook retargeting audiences, lookalike audiences and building paid social journeys through retargeting.

- Confident in communicating both internally and externally across all paid media campaigns output or technical issues that arise
- Able to manage and prioritise multiple projects simultaneously
- Strong understanding of media research tools
- Identify the optimisation levers available to improve Paid performance to meet the KPIs. Learn how to differentiate campaigns for different geographies and brands.
- Deliver reporting and analyse campaign results, with a view to developing actionable insights.

Qualifications

- GCSE (or equivalent) grade C in Maths and English

Benefits:

- Competitive Basic Salary (OTE £22k-£30k per annum)
- Pension scheme with employer contribution (for full-time employees only)
- Annual Leave can be negotiated into the contract
- Performance-based rewards based on profit and margin
- Opportunities for career development with an ambitious and growing company
- An exciting and bustling working environment with a group of passionate people

Please apply with a cover letter and your CV and send to: **jobs@citrusorange.com**

To learn more about Citrus Ornge and our subsidiary company UKeo, visit our websites!

<https://www.citrusorange.com/>

<https://www.ukexpertsonline.com/>