

## PPC Specialist

### Company

Based in Central London, Dewynters is a fully integrated agency, specialising in live events, entertainment and arts. Key accounts within the agency include, The Book of Mormon, Les Miserables, Love Supreme Music Festival, ATP World Tour Tennis and BFI to name a few.

### Position

The PPC Specialist will be responsible for leading all of our PPC client management and for helping to develop the agency proposition.

This position is a standalone role within the Digital Team (whilst working very closely with the Digital team and, in particular, the Head of Digital) and also includes account management. It will also entail developing new business and pro-actively driving the team forward into new areas.

The nature of an independent agency requires a high level of flexibility, common sense and attention to detail. The role, therefore, will evolve over time as you carve out your own remit within the team and, as such, it requires a proactive, hands-on approach to the way you work.

### Responsibilities

- Manage all PPC campaigns on a variety of accounts from musicals, plays and festivals and other events/projects
- Plan, build, implement, report and optimise PPC campaigns to achieve set KPIs.
- Oversee all YouTube and GDN activity and continuing to improve and move the company offering forward innovative solutions and approaches
- Analyse and assess performance of campaigns and translate data into recommendations for the on-going campaign approach
- Work closely with the rest of the Digital Team and the Account Management Team to ensure that the PPC campaigns effectively feature in the overall campaign strategy.
- Implement and optimise Google Display Network campaigns including YouTube
- Work closely with search engine representatives and other 3<sup>rd</sup> parties to produce clear and concise campaign reports and recommendations
- Manage the conversion tracking solutions for search PPC, GDN and YouTube campaigns
- Administer all budget activity, including budget recommendations, invoicing and billing.
- Keep abreast of developments within the search industry and share the knowledge with the team and the agency

## Skills / Qualifications

- Proven experience in PPC ideally working within the agency environment
- Google Adwords Certification
- Knowledge and experience of Google Analytics and Google conversion tracking methods
- Analytical and problem-solving skills to find solutions to any PPC complications
- Creative and innovative with ability to produce results (ROI) on campaigns
- Outstanding interpersonal, verbal and written communication skills
- Meticulous attention to detail with all administrative tasks and is comfortable in managing their own workload
- A team player with excellent time management skills who is able to work under pressure to strict deadlines, in a constantly changing environment, whilst also maintaining to deliver a professional service
- Flexible work attitude, with the ability to think on your feet and juggle conflicting priorities
- Experience in the entertainment and theatre industry is advantageous but not essential.
- Up to date knowledge of emerging trends within Digital Marketing field and have a professional curiosity to want to know what's happening in the future

## Interested?

If you think this job is for you please send your updated CV and covering letter stating your salary expectations and why you are the right person to: [recruitment@dewynters.com](mailto:recruitment@dewynters.com)

## What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 20 days holiday rising to 25 days holiday (Plus an additional three days for the Christmas shut -down)
- Flexible work days on Tuesday and Fridays
- Permanent health Insurance
- Career development and training
- Enhanced Maternity and Paternity package
- Life cover
- Season Ticket Loan
- Ride to work Scheme
- Childcare Vouchers
- Champagne and Sabbaticals for long serving team members
- Christmas and summer parties
- Complimentary massages
- Complimentary fruit
- Friday afternoon wind-down drinks
- Complimentary theatre/entertainment tickets