

Role – Senior PPC Executive

Job Overview

- We are looking for an experienced PPC & Paid social expert to join Mountain Warehouse Paid Search team.
- As a senior PPC executive you will focus on Paid Search accounts with approximately £4-£5 M yearly budget. You will help increase and improve online visibility for Mountain Warehouse and will be delivering performance to achieve set targets across UK and international Markets.
- Working in a growing, and extremely dynamic marketing team, you will be responsible for day-to-day PPC campaign management across multiple markets. This is a unique opportunity to play a key role in an exciting, fast-growing business.

What you'll be doing

- Budget planning, monitoring and Day to day management of PPC accounts through keywords, negatives & ads optimisation, A/B testing & data analysis .
- Managing the Marin bid management platform and implementing bidding rules & processes .
- Maintain and develop shopping campaigns through product performance optimisation, shopping feed optimisation and website data quality checks .
- Weekly reporting on the key metrics of revenue, CPC, CPO and ROI .
- Measuring and analysing campaign performance & using web analytics to identify areas of improvement.
- Forward plan campaigns and content opportunities with these teams to ensure traffic and sales targets are met.
- Keep up to date with PPC & Paid social trends.
- Work closely with design ing team to create strong assets tailored for placements .
- Manage relationship with Google and Bing, including meeting and calls .

We would love to meet someone with

- Minimum 3 years of experience in managing Search & Shopping campaigns
- Strong analytical skills with experience using Google Analytics and MS Excel
- Experience of working with a bid management platform
- Fluency in English language

You'll be able to demonstrate:

- Willingness to learn, do research and take initiatives .
- Commercial awareness so they can add value to the business outside of just PPC.
- Can-do attitude, willingness to get stuck in and make things happen
- Can work as a team player as well as being able to work to individual performance goals and KPIs
- Flexibility, ability to cope with cha nge.

What's in it for you?

- Competitive salary and benefits package
- Holiday allowance
- 50% staff discount & 25% for family and friends
- Pension scheme
- Hybrid working environment

About Us

In 1997, we launched Mountain Warehouse to make the outdoors accessible to everyone by offering value for money product and exemplary customer service.

The outdoor industry had become very jargon heavy and we wanted to create a brand that would cater to our mothers and our neighbour's kids as well as seasoned professionals who understood the technology.

Our expansion since then has seen the brand grow and the product evolve, but the small family business that makes MW special has remained. Great product is at the heart of everything we do.

As we expand internationally, we employ a team of dedicated diverse people to offer our valued customers the best possible experience when visiting our stores, shopping online and putting our range through its paces.

Welcome to our journey.