

Description

Overview

- We are looking for an PPC executive to join Mountain Warehouse Paid Search team.
- As a PPC executive you will focus on Paid Search accounts with a £M budget yearly. 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.

What you'll be doing

- Day to day management of PPC accounts through keywords, negatives & ads optimisation, A/B testing & data analysis.
- Managing the Marin bid management platform and optimising accounts using Google bidding solutions.
- 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 ROAS.
- Measuring and analysing campaign performance & using web analytics to identify areas of improvement.
- Keep up to date with PPC & Display trends.
- Work closely with designing team to create strong assets tailored for placements.

We'd love to meet someone with

- 1+ 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.
- Flexibility, ability to cope with change.

What's in it for you?

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

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.