

# PPC Ads Specialist

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## Job Summary

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Vacancy :

Deadline : Nov 15, 2023

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Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Role and Responsibilities

- Work as a part of the core Growth Team, reporting directly to the Growth Head.
- Take ownership of all paid marketing initiatives across various platforms.
- Follow a segmentation and localization approach in all marketing activities.
- Be comfortable with hands-on, in-house execution, without any agency dependence.
- Lead the day-to-day relationship with platforms like Google, Facebook and others.
- Regularly identify and act on growth and optimization opportunities in all campaigns.
- Be the custodian of KPIs like Online Sales Revenue, RoAS, Campaign Quality Scores etc.
- Ensure proper data tracking by monitoring Google Analytics and resolving any setup gaps.
- Maintain product feed hygiene across platforms like Google Merchant Center and others.

## Education & Experience

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## Must Have

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- The ideal candidate is someone with 1-3 years of experience in performance marketing, preferably in a B2C ecommerce environment. Educational background in engineering or digital marketing is most suitable for being able to manage this role.
- Analytical skills are most important to be able to manage this role. Data analysis will be a daily part of your job and the ability to derive actionable insights from data will be useful.
- Technical skills related to the job are expected, which includes but is not limited to familiarity with advertising and analytics dashboards of Google, Facebook and others as well as the capability to conduct research, keyword analysis, audience segmentation etc.
- Candidates who have worked in fast-paced environments like those of startups or new and growing business divisions would be preferred.
- The candidate should share our mindset of working with incremental improvements and must be open to learn new things quickly. We are looking for someone who can work independently with a result-focus and is not afraid to experiment within accountability.
- The candidate should be solution-oriented with the ability to think clearly, logically and even laterally, when presented with a problem. We need someone who can communicate freely and fluently and can work efficiently in an environment of remote team members.

## Educational Requirements

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## Compensation & Other Benefits

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