**Job Title:** Pay-Per-Click (PPC) Specialist

**Location:** Hybrid (with 2 days in phs Caerphilly office)

**Reports To:** Head of Marketing and Digital

**Job Summary:**
phs Group is looking for a results-driven **Pay-Per-Click (PPC) Specialist** to manage and optimise our paid search campaigns. The ideal candidate will have a proven track record of success in a business-to-business (B2B) environment, with experience in managing and scaling PPC campaigns across platforms like Google Ads and Microsoft Advertising. Experience in the hygiene services sector is advantageous.

The PPC Specialist will collaborate with the Digital Marketing team and other stakeholders to ensure paid search campaigns align with overall marketing strategies, drive qualified leads, and deliver a strong return on investment (ROI). This role will also involve managing relationships with external PPC agencies to enhance campaign performance.

**Key Responsibilities:**

**PPC Campaign Management:**

* Manage relationships with PPC agencies to ensure external partners are delivering optimal results.
* Develop, implement, and manage PPC campaigns across platforms such as Google Ads, Microsoft Advertising, and social media.
* Conduct keyword research to identify high-value terms and create relevant ad groups and copy.
* Work with the agency to monitor and adjust bids, budgets, and targeting to maximise campaign performance.
* Conduct competitor analysis to identify opportunities and gaps in the paid search landscape.
* Benchmark performance against competitors and industry standards.
* Plan and manage PPC budgets to ensure cost-effectiveness while achieving campaign goals.
* Monitor spend and allocate budgets efficiently across campaigns and platforms.
* Conduct competitor analysis to identify opportunities and gaps in the paid search landscape.
* Benchmark performance against competitors and industry standards.

**Performance Optimisation:**

* Analyse campaign performance metrics to identify trends, opportunities, and areas for improvement.
* Perform A/B testing on ad copy, landing pages, and targeting to improve click-through rates (CTR) and conversion rates.
* Stay updated on platform changes, new features, and industry trends to implement best practices.
* Work closely with the Digital Marketing team to ensure PPC efforts align with SEO, content, and broader digital marketing initiatives.

**Reporting and Analysis:**

* Work closely with agency to create campaign dashboards to track and report on performance metrics, including CTR, cost-per-click (CPC), and conversion rates.
* Provide regular updates to the Head of Marketing and Digital, highlighting key insights and recommendations for improvement.

**Measures of Success:**

* **Lead Generation:** Increase in the number of qualified leads generated through PPC campaigns.
* **Conversion Rate Improvement:** Higher conversion rates on landing pages and campaign assets.
* **Cost Efficiency:** Reduction in cost-per-click (CPC) and cost-per-acquisition (CPA) while maintaining or improving performance.
* **ROI Growth:** Measurable improvement in return on ad spend (ROAS) across all paid media channels.
* **Campaign Performance:** Increased click-through rates (CTR) and lower bounce rates from paid traffic.
* **Budget Optimisation:** Efficient use of budget across campaigns to maximise results and reduce waste.
* **Competitive Benchmarking:** PPC performance exceeding industry standards and competitor benchmarks.
* **Alignment with Business Goals:** Ensuring PPC strategies contribute to overall business growth, sales effectiveness, and customer acquisition.

**Key Skills/Experience/Qualifications:**

* Proven experience managing PPC campaigns in a B2B environment.
* Strong knowledge of platforms like Google Ads, Microsoft Advertising, and Google Analytics.
* Experience in the hygiene services sector is highly desirable.
* Exceptional analytical skills with the ability to interpret data and make data-driven decisions.
* Proficiency in keyword research tools and campaign management platforms.
* Strong communication skills to present insights and recommendations to stakeholders.
* Ability to manage multiple campaigns and prioritise tasks effectively.
* Degree in Marketing, Business, or a related field (preferred).
* Google Ads certification or equivalent (preferred).
* Minimum 3 years of experience in PPC campaign management.

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