

## **PPC / Paid Search / SEM Consultant**

### **JOB SPECIFICATION**

#### **Key responsibilities:**

As an independent Consultant operating on a freelance basis you will be responsible for developing new online paid marketing campaigns for Affiniti's clients and Affiniti's in-house lead generation websites:

- Set up and manage paid campaigns across Google AdWords, Facebook, Bing and other paid advertising networks
- Ensure maximum campaign performance by constantly identifying new opportunities and eliminating weaknesses
- Achieve agreed ROI for campaign investment
- Make recommendations for on-going changes to improve performance
- Make recommendations for new paid marketing opportunities
- Recommend new optimisation tactics
- Provide clients with regular feedback and advice on their campaigns including written reports as required

#### **Candidate Profile and Key Attributes:**

- An online paid marketing guru with solid experience of setting up and profitably managing extensive paid campaigns
- Track record of working with Google, Facebook, Bing and other online paid marketing platforms
- Google AdWords qualified (*would be an advantage*)
- Proficiency with analytics tools (*would be an advantage*)
- Fluent in the use of MS Excel
  
- Attention to detail and strong analytical skills
- Passion for quality and highest levels of service
- Positive, energetic team player and good communicator
- Flexible, with a positive "can-do" attitude



**Location:**

While the Consultant role is primarily freelance/ home-based, it will be necessary to meet occasionally with other Affiniti staff (based in Reigate, Surrey).

**To Apply:**

Visit [www.affinitimedia.co.uk/jobs/ppc-paid-search-sem-consultants.php](http://www.affinitimedia.co.uk/jobs/ppc-paid-search-sem-consultants.php) and complete the brief enquiry form.

**Strictly No Agencies**

Pay Per Click Search Engine Marketing Consultant Jobs Reigate Surrey

Additional Keywords: PPC Specialist, PPC Optimiser, PPC Manager, PPC Executive, PPC Campaign Manager, Pay Per Click, Paid Search, SEM, Search Engine Marketing, SEM Manager, PPC, Online Marketing Executive, PPC Analyst, Paid Search Analyst, Paid Search Executive, Paid Search Manager, Google AdWords, Facebook adverts, PPC Manager, Pay-Per-Click Manager, Online Marketing Manager, Online Marketing Executive.

Rev. 220916

