

## PPC Executive

### COMPANY DESCRIPTION

Joseph Mews is a leading UK property investment company, combining deep expertise with an unrivalled track record. Over the last 10 years, we've helped developers deliver exciting new projects, building ourselves into one of the most forward-thinking, progressive and reputable property investment companies in the country - specialising in residential and off-plan developments. We are a financially strong and experienced property investment company and have supported the delivery of more than 6,500 properties to 2,500+ investors.

Joseph Mews' reach spans continents - from our head office in Birmingham, we've consistently expanded in key global destinations including the United Arab Emirates, South-East Asia and South Africa, bringing our award-winning customer focus and first-class property developments to both domestic and international audiences.

We offer those looking to invest in buy-to-let property an exceptional opportunity to buy luxury apartments off-plan direct from a number of carefully selected UK property developers. This enables our clients to buy premium real estate for lower than the market value of a completed development, giving a greater return on investment. Joseph Mews is an independent property investment company, founded by passionate business people with years of property and investment experience.

### JOB DESCRIPTION

#### WHO WE ARE LOOKING FOR:

Joseph Mews is looking for an experienced PPC Executive to join our Acquisition Team within a very exciting and fast paced marketing department.

We're looking for someone with at least 1 year of hands-on experience managing, building and optimising an AdWords account, who is methodical in their approach, great with numbers and who can take our current AdWords account to the next level.

You must have in-depth, demonstrable experience of working in a PPC role and have a good understanding of managing Display campaigns, as well as experience of managing a PPC/Display budget and reporting on channel ROI.

You should have a passion for Marketing, specifically PPC, with a high attention to detail to maintain our standard of 100% accuracy across all channels.

This is an excellent opportunity for somebody to get great satisfaction from a results driven business and be rewarded as such.

Joseph Mews

## ROLES & RESPONSIBILITIES:

Reporting to the Marketing Director.

Typical duties will include but are not limited to:

- Creating, managing and optimising paid search, display & YouTube campaigns, maximising performance for customers in terms of traffic, conversions and ROI
- Monitoring and analysing accounts, campaigns, ad groups and keyword performance (Google AdWords).
- Filtering and reviewing keywords for low CTR, low quality score and low conversions.
- Proposing and implementing new campaigns based on research and analysis of prior campaign performance and to align with business objectives.
- Monitoring and analysing competitor performance.
- Composing engaging and original ad copy based on a great understanding of target audiences.
- Ad copy and landing page split testing and optimisation.
- PPC strategy, KPI's, targets and goals in line with Google best practice.
- Ongoing keyword analysis and expansion to establish cost-effective, high-performance keywords.
- Management of negative keywords and match types.
- Provide detailed reports on monthly strategy and results obtained.

## DESIRED SKILLS:

- **MUST HAVE** at least 1 year of hands-on experience actively managing AdWords accounts with £10k+ monthly budgets
- Ideally 2+ years of experience in a marketing role, ideally PPC focused
- You must be comfortable taking full ownership of the AdWords account.
- We are looking for a hard-working and ambitious individual, with a desire to learn and develop their skills, who will be keen to fulfil their professional and earning potential. This is a career position that is only limited by your ability and desire to achieve.
- Have in-depth experience of working on Google AdWords and Google Ads Editor
- To be computer literate and possess strong/intermediate Excel skills
- To have the ability to clearly communicate decisions, as well as the data driving them, to management
- To have the ability to quickly adapt, change course and direction depending on results and feedback
- Number oriented with analytical skills, comfortable with large sets of data and numbers
- Excellent interpersonal skills and a positive attitude
- Ability to work independently and in a team environment
- Proficient in Microsoft Excel, Google Analytics and large data analysis
- Fluent English - Verbal and written

If you feel you suit this role, send your CV to [jordan.watkins@joseph-mews.com](mailto:jordan.watkins@joseph-mews.com)

### Start Date:

Immediate

### Place of Work:

12 St Paul's Square,  
Birmingham - Full-time  
office based

### Salary:

£25,000 - £30,000  
DOE

Joseph Mews