



RECRUITMENT VACANCY

SENIOR PPC SPECIALIST

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KEY FACTS

LOCATION	Stevenage, Herts (UK)
CONTRACT	Full time, permanent
SALARY	Competitive
CONTACT	people@bulletproof.co.uk

OVERVIEW

Bulletproof is looking for a talented B2B customer acquisition specialist to help drive forward our ambitious growth plans throughout 2021 and beyond.

This brand-new role exists to continuously optimise our traffic acquisition and conversion mix, by executing key campaigns across various paid ads platforms. In alignment with a wider corporate plan, you will maintain a forensic eye on digital performance metrics, conversion rates, and ROAS.

You will take full ownership of the end-to-end digital marketing strategy and budget to develop new leads, identify clear and actionable ROAS metrics, multi-attribution models, and amplify our content resources to relevant audiences online.

You will be responsible for building, optimising, and reporting on the performance of all paid marketing campaigns across the search and social platforms. In addition to driving qualified traffic to the website, you will be responsible for onsite CRO activities to ensure the greatest ROI is achieved.

Naturally, you will be a PPC expert, have a very strong understanding of SEO principles (as well as how to align SEO and PPC efforts), and will thrive on tactical and strategic paid account optimisation but know there are always ways to extract greater value through continuous testing.

You will be responsible for creating multi-attribution models within Google Analytics, CRO split tests to improve both paid and organic traffic value, develop LTV insights, and providing strategic direction to the department to ensure our efforts align with the overall business objectives.

Advanced excel and analytical skills are essential for the role, as well as an ability to clearly communicate performance summaries to the key business decision makers.

You will be responsible for managing all paid advertising platforms for four web properties (three within the cyber security space and a rapid growth SaaS cloud hosting start-up).

Although this role will not have people management responsibilities initially, the potential for growth will offer the right candidate with the opportunity to build, lead, and manage a team in the near future.

PRIMARY RESPONSIBILITIES

- Identify opportunities to improve efficiency through evolution of paid search strategy.
- Managing paid media budgets to drive the strongest ROI across all ad platforms.
- Creating, optimising, and reporting on all paid ad campaign KPIs across all platforms.
- Meeting lead acquisition targets for digital campaigns.
- Taking ownership of the Google Analytics account and developing a multi-attribution model.
- Devising, implementing, and refining an ongoing CRO strategy.
- Working cross functional with our development, design, and product teams to further improve landing pages to complement the effectiveness of paid ads campaigns.
- Defining paid social marketing plans to align with the overall content marketing strategy.
- Managing relationships with third-party suppliers and agencies.

SKILLS REQUIRED

- Minimum 10+ years' experience managing Google Ads and Bing Ads of £500k - £1M annual budgets.
- Minimum 5+ years' experience managing Facebook Ads, Twitter Ads, and LinkedIn Ads.
- Reddit Ads experience is advantageous as it is a significant area of investment for one of our brands.
- Minimum 5+ years' managing CRO strategy as part of a previous customer acquisition role.
- Extensive experience creating and optimising video ad campaigns on YouTube and other social network platforms.
- Advanced knowledge of Google Analytics and Google Tag Manager.
- Experience using Zapier.
- Strong CRM knowledge (preferably Pipedrive and/or Intercom), and proven experience executing digital campaigns to develop the LTV of an existing customer base within a previous role.
- Solid understanding of SEO and how PPC strategies can align and complement each other.
- Understanding of the changing data protection / privacy impacts on digital marketing.
- Experience implementing custom/tailored audience, remarketing (via native ad platform and via Google Analytics), and evergreen campaign creation across various ad platforms.
- Experience implementing multi-attribution tracking models.
- Advanced Excel knowledge and analytical skills.
- Minimum 2+ years people management experience.
- Can deliver succinct campaign performance summaries backed by expert analytic capability.
- Exceptional communication skills, verbal and written.
- Ability to build strong working relationships with colleagues and external suppliers.

BULLETPROOF BENEFITS

- 25 days annual holiday
- An additional day's annual holiday for your birthday
- Enhanced pension contribution
- Private medical insurance
- Subsidised gym membership
- Company perks platform
- Frequent team events
- Relaxed working environment

ABOUT US

BULLETPROOF

YOUR BEST DEFENCE AGAINST CYBER THREATS

Bulletproof's innovative cyber security services are the best way to stay ahead of the hackers, take control of your infrastructure and protect your critical business data. Bulletproof's core belief is driving innovation through our range of cyber security products to deliver true value to the UK market and beyond. Key to our success is the Bulletproof SOC (Security Operations Centre). This is the command centre of our cyber security operations, home to security analysts and researchers as well as being the base of operations for our penetration testing and scanning teams, as well as our strategy/compliance consultants.

Staff are our lifeblood, and we ensure all Bulletproof team members are experts in their individual disciplines, holding relevant qualifications and certifications where appropriate. By way of example, here's a small sample of our staff and corporate certifications:

Bulletproof are:

- CREST approved
- Tigerscheme certified
- PCI DSS v3.2 Level 1 Service Provider
- Cyber Essential Plus certified
- ISO 27001 certified
- ISO 9001 certified

SERVERCHOICE GROUP

Bulletproof are part of the ServerChoice Group, an organisation with over 10 years' experience in supplying cloud-based, secure services to clients across a diverse range of industries. The ServerChoice Group of companies is a market leader in providing innovative digital/IT, connectivity and security services. With decades of experience, our focus on delivering flexible world-class services means the ServerChoice Group is proud to be trusted by SMEs and multinational corporations around the world.

USEFUL LINKS

www.bulletproof.co.uk
www.serverchoice.com

Please note that as part of the recruitment process a criminal records check will be carried out by an authorised third party.



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 www.bulletproof.co.uk