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Job vacancy at CEWE: **PPC Manager**



Salary:

Competitive



Type of employment:

Full time, permanent, currently based on a hybrid model with 3 days in the office and occasional travel to head office in Germany, other European CEWE offices and for additional events as required.



Reports to:

Head of Digital



Location:

CEWE Ltd, Warwick, CV34 6RR

CEWE is an international leading company in photo services and commercial online printing. We produce and sell photo products, including millions of copies of the CEWE PHOTOBOOK, that are unique, personal and bring joy to customers.

With our excellent products and unique service quality, the company has positioned itself as no. 1 in the European photofinishing market. Our position is supported by the many awards we have received for innovation, product quality and quality services.

Our customers include walk-in retailers as well as online retailers and in total we supply over 20,000 retailers in 25 European countries.

With over 4,000 employees and state-of-the-art machinery across 14 high tech production sites, our business is forward thinking, consistently investing in new products and technologies and absolutely committed to delighting customers in everything that we do.

In the UK and ROI, we have a B2C offering as well as B2B. Our commercial partnership with Boots Photo means we have CEWE Photo stations in over 2000 Boots stores.

Our UK office and production site is based in Warwick, near Royal Leamington Spa and we have over 80 highly motivated employees on site. For further information about the company go to www.cewe.co.uk.

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The Role

CEWE has an exciting opportunity for an enthusiastic PPC Manager to join our dynamic team. This permanent position is well suited to an individual that is looking to advance their career in digital marketing and gain hands-on experience in a thriving and supportive workplace.

Based within the marketing department, you will work closely with the Head of Digital, to assist with the implementation of the paid search strategy and helping the team to achieve agreed targets.

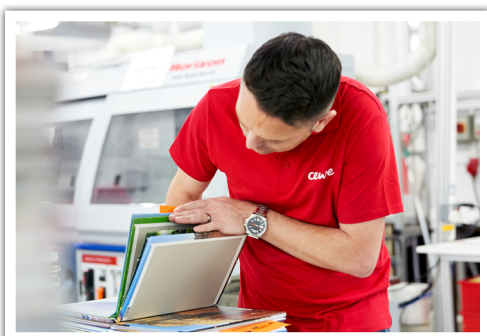
The PPC Manager is the expert responsible for driving traffic and sales from relevant paid channels and maximising return on online marketing budgets. They provide research and implementation of road maps for effective paid search campaigns, as well as expertise to internal colleagues to maximise the effectiveness of integrated marketing campaigns.

Key Responsibilities

- Assist the Head of Digital in developing an integrated acquisition strategy, maximising efficiency and spend, to feed into the overall marketing plan
- Work alongside a third-party agency to deliver the paid digital advertising plan
- Develop road maps, improve ROAS, agency/consultancy management
- Maximise affiliate, display and partner opportunities

Key Requirements

- Master internal tools and systems, complimented by external, industry leading methods to analyse performance and acquisition strategy to ensure new customer acquisitions, revenue growth and efficient ROAS
- Formulate integrated campaign strategy and be an active lead in project delivery
- Analyse the performance of campaigns, identifying strategic opportunities, facilitating change in order to hit/exceed targets
- Identify new technologies and/or tools to assist in day to day measurement, analysis, reporting, execution and attribution
- Work with the Marketing team as a Subject Matter Expert to ensure integrated campaign execution and identify opportunities for additional traffic drivers and conversion rate optimisation
- Produce regular detailed reports, dashboards, studies and presentations
- Act as the primary contact for agencies/consultancy



General Duties

- The PPC Manager is responsible for other such duties as specified by the Management team and Directors to enable the Company to fulfil its orders and obligations
- Adherence to Company Rules and Regulations, including Health and Safety, as outlined in the Company Handbook and Health & Safety Manual
- Maintaining the confidentiality of all knowledge and information appertaining to the Company, its customers and its employees

Required Skills

Essential

- Solid background in paid search and new customer acquisition
- Strong experience of successfully creating PPC campaigns in Google & Bing
- Proven PPC skills, optimisation techniques and bid management
- Experience in display and remarketing
- Google shopping / eCommerce experience
- Creative thinking and problem solving
- Strong communication and liaison skills – both written and verbal

- Well organised with exceptional attention to detail
- Good knowledge of Microsoft Word, Excel, PowerPoint and Outlook
- Good literacy, numeracy and accuracy skills

Desirable

- Good knowledge of the natural search market and search engines
- Adobe Omniture, Google Analytics, Tag Manager
- Organic search experience



Should you feel your skillset is in line with the requirements of the job role and you feel you would be a great fit to the CEWE Team, please send your CV to **Victoria Powell** at Victoria.Powell@cewe.co.uk

Due to receiving a large quantity of CV's, if you do not hear back from us within 14 days then please note your application was not shortlisted and therefore unsuccessful for this role. Please do look out for future vacancies and re-apply for a role which may be in line with your skillset.