

ROLE PROFILE

Job Title	Paid Search Channel Manager
Business Unit	BBU
Function/Region	Global Marketing
Location	London
Leader	Head of Growth & Optimisation
People Leadership	n/a
Job Level	4B
Role Purpose <p>This role will establish and optimise paid search activities across the company's portfolio of brands at a global scale. The role will be responsible for end-to-end management of the paid search process, from working with the brand teams to research and identify keywords through to execution and optimisation of ads and reporting to senior stakeholders.</p>	
Accountabilities Plan <ul style="list-style-type: none"> • Set up and structure paid search ad accounts in-line with market best practices. • Manage the creation of large keyword lists from both a brand and portfolio perspective. • Build and maintain models capable of forecasting performance and budgetary needs. • Provide creative copy suggestions and graphical ad templates. • Explore and test related channels such as Shopping and Display. • Research and report on competitor activity and market trends to drive optimisation. • Provide input into our required martech stack to ensure we are capable of best-in-class performance. Execution & Optimisation <ul style="list-style-type: none"> • Execute and optimise paid search activity across our global portfolio of brands. • Maintain and monitor keyword bids, audience targeting, budget caps, quality score and other KPIs to drive continual optimisation and effectiveness of spend. • Monitor and administer web analytics dashboards, reports and key reporting tools, and highlight key opportunities for performance optimisation. Reporting and Stakeholder Management <ul style="list-style-type: none"> • Concisely articulate and report performance updates to key stakeholders. • Work with both the wider Digital and Brand teams to integrate search as a core component of brands Omni channel plans. • Keep pace with search engine and PPC industry trends and developments. KEY STAKEHOLDERS <ul style="list-style-type: none"> • Market: Brand, Marketing, Digital & Ecommerce • Global: Global Marketing 	

Created by:	Robert Powell
Date:	12/05/22
HRBP:	Jack Arnold
Date of last revision:	18/05/22

Role specific competencies and skillset *(FOR INTERNAL USE ONLY):	
Planning and Organising <ul style="list-style-type: none"> • Sets clearly defined objectives • Plans activities and projects well in advance and takes account of possible changing circumstances • Identifies and organises resources needed to accomplish tasks • Manages time effectively • Monitors performance against deadlines and milestones 	Persuading and Influencing <ul style="list-style-type: none"> • Makes a strong personal impression on others • Gains clear agreement and commitment from others by persuading, convincing and negotiating • Promotes ideas on behalf of self or others • Makes effective use of political processes to influence and persuade others
Analysing <ul style="list-style-type: none"> • Analyses numerical data, verbal data and all other sources of information • Breaks information into component parts, patterns and relationships • Probes for further information or greater understanding of a problem • Makes rational judgements from the available information and analysis • Produces workable solutions to a range of problems • Demonstrates an understanding of how one issue may be a part of a much larger system. 	Applying Expertise and Technology <ul style="list-style-type: none"> • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions
Entrepreneurial and Commercial Thinking <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation. • Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value. 	Adapting and Responding to Change <ul style="list-style-type: none"> • Adapts to changing circumstances • Accepts new ideas and change initiatives • Adapts interpersonal style to suit different people or situations • Shows respect and sensitivity towards cultural and religious differences. • Deals with ambiguity, making positive use of the opportunities it presents.

Company values



BE PROUD

We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE

We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE

We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL

We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL

We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM

We are proud of our brands, our heritage, and our commitment to superior quality in our products

Skills, Qualifications and Experience:

- Minimum 3-5 years setting up, executing and optimising paid search campaigns
- Strong, hands-on experience with the Google Marketing Suite (Ads, Analytics & Search Console a must)
- Love data, analytics and surfacing insights - methodical with great attention to detail
- Strong proficiency in MS Excel/Google Sheets
- Bid & Feed management tools
- Working knowledge of other paid digital platforms preferred (Facebook Ad Manager, Bing AdCenter, Amazon Ads) and SEO strongly preferred
- Experience with A/B testing preferred
- Excellent communication and project management skills
- Start-up, eCommerce, or agency performance marketing experience