

Paid Search (PPC) Specialist

Based in Fareham

£25K-£28K

Do you have an analytical mind and a yearning to use your talents in the fitness industry?

Fancy working for a Company that's more like a family?

If so, Future Fit may be the home you've been looking for!

Future Fit is going through an unprecedented expansion after 3 consecutive years of winning prestigious industry awards. We're looking for talented, creative individuals to join us, who share our values of innovation, honesty and passion.

Sound like you?

Then we want to incorporate your unique skills and experience into our tight-knit team and continue to enhance a business that is already the industry frontrunner.

There is a great opportunity for an experienced Paid Search Specialist to join us. You will be responsible for the strategy and efficient day-to-day management of all paid channels, driving new customers through paid search across all major platforms as well as our Google Display Network campaigns.

If you are pro-active, analytical, pay close attention to detail and confident to drive strategy then this is the opportunity you've been looking for!

Responsibilities

- Daily account management of pay per click accounts on Google AdWords, Bing and all social platforms
- Account for daily and monthly budget caps, impression shares, quality scores and other important account metrics
- Execute paid social campaigns, uploading and refreshing creatives such as video, imagery and gif; set up budgets and manage targets
- Manage, maintain and build audiences for targeting and re-targeting
- Provide creative copy suggestions and graphical ad templates
- Manage the generation of new paid search campaigns, ad groups and accounts; assist in the creation of new paid search marketing initiatives
- Generate weekly and monthly reporting for all major metrics, goals tracking, revenue tracking and other paid search initiatives; provide recommendations for improvements
- Keep pace with search engine and PPC industry trends and developments

You will need:

- At least 3 years' experience in managing complex search campaigns
- Current Google AdWords certification
- An eye for detail coupled with the ability to analyse large sets of data and interpret them with key insights

- A thorough understanding of Google Analytics and setting up conversion tracking to support paid campaigns
- Excellent communication skills with the ability to provide presentations to effectively explain and promote best practices in PPC

About the Company

So, who are we and what do we do? Here's what one of our employees thinks of us:

"Almost every Company will tell you how great they are as you start with them. The difference I found is that this is undoubtedly the best Company I've ever worked for and has more than met my expectations..." Glassdoor review

Since 1993 Future Fit has supplied the physical activity sector with industry leading Gym Instructors, Personal Trainers, Pilates Instructors, Nutrition Advisers, GP Referral Specialists and we don't stop there - we can cater for pretty much any role within the fitness industry.

As winners of the ukactive Training Provider of the Year 2016 and 2017 as well as Supplier of the Year 2018, Future Fit are renowned in the fitness industry for delivering the gold standard in industry-recognised qualifications and training.

Driven by a desire to make a difference to our learners and the industry as a whole, we work with renowned organisations such as the Ministry of Defence, the Royal Society for Public Health and the Dame Kelly Holmes Trust.

Future Fit employs over a hundred people, half of whom are based at our head office in Fareham with the other half working with students across the country.