

PPC Manager/Assistant Manager Jobs Delhi

About Techmagnate-

Techmagnate (<https://www.techmagnate.com/>) is a leading Digital Marketing Agency based in New Delhi, India and we are expanding! We are looking for Rol-driven digital marketing experts to #BeAMagnate.

Our core competencies are digital marketing & technology solutions. We help you to outline, evolve and employ proficient, best priced and top-notch Digital Marketing Services, including Search Engine Optimization, Pay Per Click, App & Mobile Marketing, Reputation Management, Social Media, Content Marketing and more related services to empower your business.

We have a strong, hustling and enthusiastic team of 250+ young digital marketing professionals who have delivered fantastic results for top-notch clients in industries like BFSI, B2B, Healthcare, IGaming, Education and Ecommerce.

Our 9 Core Values are more than just words, they're a way of life. We know that Company with a strong culture & a higher purpose perform better in the long run.

Do you relate to our values?

- ❖ Digital Excellence
- ❖ Trusted Partnerships
- ❖ We've got each other's back
- ❖ We see things end to end
- ❖ Think big, be bold
- ❖ Keep learning, keep unlearning
- ❖ Abundant positivity
- ❖ Open mind open door
- ❖ Customer Growth

We are looking for a PPC Manager/Assistant Manager who has passion for online marketing and is comfortable with managing big budgets.

- ❖ A person who is committed, disciplined, motivated, number driven and with a hawk's eye for catching the tiniest of performance gaps will be a perfect candidate for the role.
- ❖ He/she should be able to drive not only performance but also be a good team player who can raise the performance bar for the entire PPC Team.

Responsibilities:

- ❖ Managing Paid Campaigns on Google Adwords Search & Display, Bing and other Ad Networks
- ❖ Managing Paid campaigns on Facebook, LinkedIn and other social media networks.

- ❖ Understanding client business and requirements. Formulating strategies and road map for successful delivery of PPC campaigns.
- ❖ Direct responsibility of campaign planning and implementation, budget management, performance review, optimization and analysis for all assigned SEM Accounts
- ❖ Set up Goals, Funnels, Ecommerce tracking in Google Analytics. Analyze campaign performance.
- ❖ Reporting: generating reports to analyze account performance and reporting the same to the clients on a weekly and monthly basis.
- ❖ Developing recommendations based on Analytics to drive decision making across various spectrums of online marketing
- ❖ Client Communication: Regular client communication through mail and phone calls to ensure client satisfaction and retention.
- ❖ Identifying new channels of traffic growth across mobile and desktop
- ❖ Staying on top of current search engine news, trends and Pay Per Click practices
- ❖ Working closely with SEO & Social Media teams to ensure knowledge sharing and co-optimization

What You Need:

- ❖ 5+ years of experience in PPC Advertising.
- ❖ Good communication skills – MUST be able to write effective ad copies.
- ❖ Strong leadership skills – experience managing a team of 2-5 PPC executives.
- ❖ Experience in Online Marketing for e-commerce portals.
- ❖ Must be very good with numbers and possess excellent MS Excel Skills.
- ❖ Experience in UTM Tagging, Google Analytics.
- ❖ Should have managed big budget SEM campaigns in the past and preferably should have had some exposure to SEO, Re-marketing, Social Advertising to be able to draw out possible synergies across mediums.
- ❖ Experience running CPA based campaigns is a plus.
- ❖ Experience with Email Marketing is a plus.