

PPC Specialist

Blackbox Design is a Perth and Melbourne based Australian Digital Marketing Agency with a wide clientele from a host of industries.

We are looking for an experienced individual in PPC/Google Ads to manage multiple client accounts and budgets and perform extensive monthly reporting on Google Ads results.

Role & Responsibilities:

- Ability to perform keyword research using Google Ads keyword planner
- Google Ads campaign set up
- Creating landing pages
- Writing Ad Copy
- A/B Testing
- Google Ads monthly reporting and correlation of data
- On-going management of Google Ads Campaigns
- Optimising PPC Campaigns to improve performance
- Setting up conversions tracking for PPC campaigns
- Experience running PPC campaigns for multiple industries
- Ability to use SEM Rush
- Managing ad pacing budgets for PPC Campaigns

Experience:

- Minimum 3 years Google Ads experience (Verifiable)
- Technical Google Ads background