

PPC Digital Specialist

Remuneration:	negotiable basic salary
Benefits:	Medical Aid
Location:	Johannesburg, Bryanston
Remote work:	Some remote work allowed
Education level:	Degree
Job level:	Mid
Job policy:	Employment Equity position
Type:	1 Year
Reference:	#DigitalSpecialist
Company:	Wetpaint Advertising

Job description

Wetpaint is growing and needs additional team members in the digital department.

We are searching for a digital specialist with significant experience managing client digital marketing offerings.

Requirements:

- Minimum five years of marketing/advertising agency or freelance experience with proven experience in PPC search and display campaigns.
- Diploma or undergraduate degree preferably in a communication, digital marketing/SEO-SEM-related qualification.
- A valid Google certification on search, display, video, mobile and Google Analytics.
- Minimum four-year experience using:
 - Google Search Console (Webmaster Tools)
 - Google Keyword Planner Tool
 - Google Search
 - Google Shopping/Merchant Center
 - Deep expertise of Microsoft Excel
 - CMS Frameworks: WordPress
 - Working knowledge of HTML and CSS
- Excellent knowledge of Google Tag Manager (for conversion tracking).
- Excellent skills in Google Analytics and Google Webmaster tools.
- Excellent skills in content creation working together with a copywriter.
- Excellent communication and presentation skills.
- Strong leadership qualities and an ability to manage and influence team members, freelancers, clients and coworkers.
- Strong interpersonal skills: consistent demonstration of diplomacy and decisiveness; strong problem-solving skills; strong attention to detail and accuracy; proven budget management skills.
- Proven time management skills; able to handle conflicting priorities and juggle multiple projects while delivering on deadlines.

Key responsibilities:

- Work with the team to plan and execute PPC or other digital marketing components of a project for our clients.
- Research and project planning.
- Client presentations, consulting and support.
- Execute tasks and reporting with the agency team.
- Execute PPC setup, monitoring and reporting.

What you'll love about this job:

- The people - we're a supportive team and encourage big ideas and bold thinking. You'll be one of the dotters.
- A collaborative environment that encourages brainstorming and teamwork.
- Dynamic projects with a range of clients to keep things interesting.
- A fast-paced and vibrant corporate culture that is inclusive and entertaining!
- We are passionate about our clients.
- We are tenacious about building our clients' business and brand awareness!

Posted on 03 Apr 12:05, Closing date 2 Jun

Apply

HR Dept
accounts@wetpaint.co.za
011 706-2720

Or apply with your Biz CV

Create your CV once, and thereafter you can apply to this ad and future job ads easily.

Apply

See also: [Specialist](#), [Marketing Specialist](#), [Digital Account Manager](#), [Media Specialist](#)

For more, visit: <https://www.bizcommunity.com>