

Google Ads Specialist

Number of Posts: 1

Contract Type: Fulltime

Job description

- Reports on ongoing performance of digital advertising accounts.
- Build structure, including keywords & ads, for digital advertising accounts.
- Create monthly reports for senior management.
- Review metrics for ongoing performance.
- Research potential and current players to determine best applications of tactical efforts.
- Working with marketing and operations teams to pitch new marketing campaign ideas.
- Creating campaigns and trafficking in advertising platforms (Double-click Bid Manager, Adwords, Facebook).
- Optimising ad campaigns.
- Drafting, maintaining and interpreting various email acquisition reports and analytics.
- Researching and learning new ad buying technologies.
- Assisting the retention department with various tasks.
- Report monthly/quarterly metrics collected from a variety of tools/systems and come up with innovative ideas of how to improve said figures.
- Advice in all paid media efforts of Kanon Gaming.
- Autonomously manage the day to day execution of Google Ads and Facebook Ads campaigns which includes, but is not limited to, monitoring budget distribution and the performance of paid ad campaigns.
- Collect and use data to inform new campaigns and the evaluation of existing campaigns.
- Keep abreast of current trends in marketing.
- Measure ROI of the online advertising campaigns.
- Analyze data and marketing KPIs like impressions, clicks, sales, ROAS etc. and provide ongoing insights to customer insights.
- Other ad hoc duties as deemed necessary.

Requirements

- Google Ads Certification.
- Minimum of 2 years experience with Google Ads and Google Analytics.
- Knowledge in Tag Manger and SEMrush.
- Proven ability to meet and exceed KPI targets.
- International experience managing multiple market strategies.
- Organised and methodical, with excellent time management skills - the ability to work autonomously and to take initiatives.
- You have a testing mentality regarding ad copies, bid models, landing pages and user journeys etc.
- You are innovative and have the ability to come up with new ideas of how to improve campaign performance, user experience and the day-to-day processes.
- Team player.
- You have high attention to detail.
- Knowledge in Swedish or Danish is considered an asset.
- Previous iGaming knowledge is considered an asset.

Training provided

No

Any assistance with accommodation/relocation

No

Salary

€26000 gross per year

How will the interviews be held

Online

To apply

CVs and a covering email are to be sent by email to eures.recruitment.jobsplus@gov.mt and should be written in English. Please quote the vacancy name and number in your email.