



Application deadline: 10/02/2022

Job Title: PPC Advertising Specialist
Part Time | 24 Hours

Salary: £12,500 - £18,500

Benefits:

- Casual dress
- Flexible schedule
- Work from home
- Free Gym Membership
- On site parking.
- Earn additional commission

Schedule: 1 Day at the Melksham office, 2 Day WFH

Education: GCSE or equivalent (preferred)

Experience: PPC Advertising: 2 years (preferred)

Work remotely: Yes

Our Journey:

HyGYM was founded in 2020 from a single garage in Melksham, Wiltshire on a mission to help keep gyms open during the global pandemic, and support mental health. We originally provided PPE equipment for gyms. Quickly realising that whilst PPE equipment was invaluable for gyms, the spread of Covid-19 would close all gyms in the UK for some time.

So the mission changed. As gym-goers ourselves, we knew that not having access to gym equipment would have a significant impact on both the physical and mental health of many people. In just two years we have become a well recognised brand in the home gym world, worked with celebrity clients and partnered with some of the biggest brands in the world. If you would like to take the next step with us in our journey, please read further and kindly apply via our website you can also view our 18 month story [here](#).

Job Description:

As HyGYM's PPC Ads Specialist you will be responsible for developing, implementing and managing our existing advertising campaigns improving the ROAS as well as creating regular new ads. You will work closely with our in house Graphic Designer and Social Media Specialist to create game changing stand out content for the UK and Ireland. We would like the individual to be enthusiastic and excited to be joining a start up that has endured huge success. This gives the greatest opportunity to grow this role into a full-time position and progress into managerial and director level positions. You will feel rewarded helping people with their physical and mental health.

Knowledge & Skills:

- Passion for, and expertise in, Paid Search advertising
- Ability to build strong collaborative internal & external relationships
- Excellent communication skills
- A data driven, proactive and creative approach to problem solving
- Confidence with the ability to connect with people and be a team player
- Constant desire to learn & undertake new challenges
- Flexibility in adapting to fast-changing priorities and a fast paced work environment
- Ability to understand & adjust to differences between geographies & cultures
- Strong organisation skills, with the ability to multi-task and hit the ground running
- Fluency in English is required, fluency (speaking, reading & writing)

Qualifications & Experience:

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Key Responsibilities:

- Working alongside our internal Graphic Designer and Social Media Specialist to deliver exceptional channel performance against strategic business and commercial objectives across multiple markets.
- Reviewing, managing and monitoring creatives delivered by internal teams.
- Supporting new product, brand and proposition launches via PPC by working in collaboration with internal Marketing and Retail teams.
- To grow and improve our existing ad campaigns with a focus on improving the ROAS.
- Using a variety of tools (Google Ads, Facebook Ads ,SA360, other tools you recommend) and reports to set up and manage campaigns on Google and other search engines.
- Implementing HyGYM's trade and promotional plans via PPC.
- Managing relationships with and delivering performance reporting and insight to internal stakeholders.
- Working closely with our Insight team to uncover new opportunities for efficiency and/or growth.
- Providing clear reporting, and more importantly actionable insights to the team.

We'd love to meet someone with:

- Hands on experience managing or working on large / complex PPC accounts.
- Experience managing or assisting in management of large budgets and delivering against multiple KPIs.
- Agency side experience managing an international business/retail account is preferred but not required.
- Extensive experience with Google Ads, Facebook Ads and other PPC platforms.
- Experience with Google Shopping, Merchant Center and Google Analytics preferred.
- Demonstrable understanding of the wider Digital Marketing landscape (Affiliate, SEO, Paid Social, and Programmatic channels)
- Demonstrable passion for working in the Retail industry with a commercial mindset.
- Google Ads accreditation preferred.
- Proficient in use of Excel to create reports and work with medium data sets.
- A/B grade in Mathematics at GCSE or A-Level (preferred)