



## PPC / Paid Media Specialist

**Company:** Simple Media and Advertising Ltd

**Location:** Newton Abbot, Devon

**Job Type:** Full Time or Part Time

**Salary:** Competitive, dependent on experience plus performance bonuses

### Role Overview

We are looking for a hands-on PPC and Paid Media Specialist who loves digging into the detail and making campaigns perform at their best. Google Ads is a big focus for us, so you will need strong technical experience and a natural instinct for spotting opportunities and solving tricky optimisation challenges.

You will work with a wide variety of clients including e-commerce, lead generation, travel and professional services. You will also work closely with our creative, content and video teams, especially on YouTube campaigns where we do a lot of exciting work.

If you enjoy variety, take pride in accuracy and love being part of a friendly, collaborative agency, you will fit right in.

## **Key Responsibilities**

- Plan, build and manage PPC and Paid Media campaigns across Google Ads including Search, PMax, Shopping and YouTube
- Meta Ads including Facebook and Instagram
- TikTok Ads and LinkedIn Ads
- Microsoft Ads
- Develop keyword strategies, audience targeting and funnel structures that suit different types of clients.
- Write and test ad copy that drives action.
- Work with our design, content and video teams to create strong performing assets.
- Optimise campaigns to improve Conversion rates, ROAS, CPA and overall efficiency.
- Run structured A B testing across creatives, audiences and landing pages.
- Use GA4, GTM and platform analytics to track and understand performance.
- Produce simple and clear client reports with useful insights.
- Spot opportunities for growth across platforms and formats.
- Communicate clearly with internal teams and clients without jargon.
- Stay up to date with platform changes, best practices and industry trends.

## **Essential Skills and Experience**

- 2 years or more managing PPC and Paid Media campaigns
- Strong Google Ads experience with a close attention to detail
- Some experience across Meta, Microsoft Ads and YouTube
- Able to manage £5,000 or more in monthly ad spend
- Highly analytical with confident reporting and optimisation skills

- Strong written English and clear communication
- Comfortable working across multiple client accounts
- Experience with CRO, retargeting and funnel building
- Knowledge of GA4, GTM and tracking pixels

### **Desirable Skills**

- Experience with TikTok Ads or LinkedIn Ads
- Experience with e-commerce or lead generation campaigns
- Basic understanding of SEO, email or content marketing
- CRM or automation experience
- Direct response copywriting
- Previous agency experience

### **About Simple Media**

Simple Media is a full-service advertising and marketing agency based in Newton Abbot. We create joined-up campaigns across digital, search, social, video, TV, radio, outdoor, print, branding and SEO. Our creative, content and production teams all work in-house, which gives us a lively and collaborative environment.

We love what we do and we look after each other. You will find a friendly team, a supportive atmosphere and plenty of chances to learn from specialists across the agency.

## **What We Offer**

- Competitive salary or contractor rate
- Performance based bonuses
- Flexible working with hybrid considered
- A friendly, down to earth team
- Opportunities to grow as the agency continues to scale
- Exposure to a mix of digital and traditional campaigns
- A creative studio that supports your ideas
- Epic Christmas parties
- The chance to make a real impact on the results we deliver for clients