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| **JOB DETAILS** | |
| **Job Title:** | **Paid Search Specialist** |
| **Function: Department** | **Performance Marketing** |
| **Location:** | **Manchester / Milton Keynes** |
| **Reporting to:Reporting To** | **Search Lead** |
| **Effective Date:irect Reports** |  |
| **Financial Scope/Operating Budget/Revenue (P&L) (If Applicable)** |  |
| **Old DPG Grade/New DPG Band:** |  |

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| JOB PURPOSE & RESPONSIBILITIES |
| As PPC Specialist you will be responsible for driving the PPC roadmap and strategy ensuring we have a cohesive approach to our PPC channels and some of our upcoming new media channels (typically part of the google stack). You’ll be responsible for optimising and growing the national traffic to dominos.co.uk and our app by working closely with Ad platforms (Google & Bing), our AI bid tech provider.  This role will cover the UK market and you’ll have the opportunity to learn from international markets, to share best practice and lead by example.  You will be challenged with lots of responsibility but given the opportunity to lead on some of our biggest, best performing channels as well as build strong partnership relationships with partners like Google and media agencies to ensure we are front of mind and test partners for Beta trials. |
| **Key Responsibilities/Job Tasks:**  **Considerable:**   * Build on PPC and new media strategies to ensure best in class delivery * Work closely with wider digital marketing team to drive overall search traffic and revenue * Oversee and manage the paid search strategy and roadmap making data-driven decisions. This is a very hands on role that will involve AdWords experience that encompasses development and operational activities such as:   + Plan and optimise the growth of the accounts to ensure optimal visibility across all campaigns   + Continually monitor performance to drive efficiencies   + Write ad copy   + Keyword research and analysis   + Report on all campaigns   **Often:**   * Working closely with SEO, display and social team to help improve efficiency across all digital media stack * Support SEO lead in developing a robust incrementality measurement framework * Work with key stakeholders in the development of an over-arching and ongoing test and learn strategy to maximise performance and share learnings   **Sometimes:**  - Maintain strong relationship with Google and Bing, helping organise regular QBRs |

The following sections consist mainly of a series of questions related to specific skills/job requirements. You should focus on the role rather than the individual when considering the most appropriate answer and should base the response on what you consider to be the normal features of the job which are typical of the job and its usual working conditions over the year.

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| **SKILLS & JOB REQUIREMENTS (Please complete where applicable)** |
| **Strategic Responsibility**   * The role is expected to manage projects relatively autonomously, with support from Search lead when needed. * The role should monitor for and raise any potential growth opportunities for consideration by Search Lead. |
| **Problem solving**   * Problem solving is a core aspect of the role. * Work with SEO specialist and Search lead to identify issues and provide recommendations to fix problems. * Support the execution of incrementality testing roadmap is key to this role. |
| **Decision making**   * The role makes day-to-day decisions independently as needed to manage BAU activity. * Regularly follows defined processes and makes suggestions to continually improve said processes. * The search landscape is constantly changing, so the ability to make sensible decisions with limited information in novel situations is key. |
| **Communication**   * Strong communication skills are required to explain complex Paid search concepts to multiple stakeholders. * Regular communication of performance updates and strategic progress is required. * The ability to build rapport with internal colleagues and external partners is critical for success in the role. * The role is required to interpret complex data to understand problems and subsequently communicate requirements to other stakeholders across the business. |
| **Innovation**   * Improving Domino’s digital maturity index is key to this role. * The role is expected to take an active role in keeping up to date with industry trends and making suggestions to improve Domino's paid search processes. * The role should be willing to ask questions and sometimes challenge to ensure search processes evolve over time. |

Please summarise the levels of minimum education, knowledge, skills and experience this position requires (e.g., if you would be recruiting to fill this position, what aspects of background or knowledge would you expect a successful job applicant to have?)

Note: This may differ from the current job holder’s own skills and experience

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| JOB SPECIFICATION | |
| 1. **Professional Qualification(s)** | Minimum 2 years hands on Google PPC experience gained from either client and/or agency side  Evidence of professional qualifications beneficial but not required. |
| 1. **Knowledge** | Paid Search knowledge:  Proven hands-on PPC campaign management experience (either agency or client side) ideally within the retail / ecommerce industry. (2+ years’ experience)  A good understanding of wider digital marketing principles.  Tool Knowledge:  Experience with web analytics tools, preferably Google Analytics.  In-depth understanding of Google Ads and Bing. |
| 1. **Skills/Ability** | Ability to demonstrate successful project management experience in a fast-paced environment – often managing multiple projects as one time.  Desire to expand digital knowledge and build on career in digital marketing.  Team player and ability to work collaboratively with a variety of different roles across the business.  Google AdWords and Analytics qualifications are desirable |