

Job Title:	<b>PPC Specialist</b>	Team:	<b>Marketing</b>
Reports to:	<b>Senior Digital Marketing Manager</b>	Reporting in:	<b>n/a</b>

**Role Summary and Job Purpose:**

Are you ready to take on an exciting role as a PPC Specialist with our digital team? We're seeking a highly motivated professional who will be responsible for creating and optimising paid search campaigns for our globally recognised brand across key international regions. Your expertise in managing multiple paid media platforms, in-depth audience research, and data-driven decision-making will be crucial in driving our digital marketing success.

Reporting into our Senior Digital Marketing Manager, you'll work closely with the paid performance executive and wider Marketing teams as well as external agencies to create and manage paid search and display campaigns that target our key audience profiles while managing campaign budgets efficiently.

**Explore**

With over 40 years' experience in operating unforgettable tours in all seven continents, we're huge believers that travel should be a force for good in the world. Sustainability has always been at the heart of what we do, as has the ethos of continual improvement. A trusted brand - a Feefo Gold Service Award holder - Explore prides itself on doing the right thing – by its staff, its customers, and the planet. Every member of the Explore team actively contributes to the company's success. There is a flexible and open working culture in which the entire team works together, striving for excellence, in a dynamic business environment.

**Explore Values**

We want to have a positive impact on people and the planet. And we choose only to work with others who can look us in the eye and say the same thing.

We're curious, ambitious and quick-to-adapt. We work relentlessly to improve our business, and to provide exceptional experiences for those who entrust us with their travels.

Diversity is to be celebrated. Life would be dreary, and change would be slow, if we all thought the same way. We challenge our ideas, each other, and our business partners - always with respect and kindness. As we believe that's the way to grow our business (and be able to sit down for a drink together at the end of the day).

In a complicated world that's full of potential, we have a simple mantra for ourselves: be better than yesterday.

**Key Responsibilities:**

- Building and maintaining paid search campaigns for a global brand across key international regions.
- Manage day to day account optimisation across various paid media platforms, including Google & BING ads, Meta, Outbrain, X, and others.
- Manage monthly account and campaign budgets effectively whilst allocating resources to high-performing campaigns through daily optimisation.
- Provide analysis and create weekly paid media reports that share valuable insights and actionable recommendations to the digital team.
- Conduct in-depth audience research to understand target demographics, interests, and behaviour. Implement advanced targeting strategies to reach the right audience segments and maximise campaign performance.

- Implement and maintain conversion tracking in Google Tag Manager to measure the success of campaigns.
- Monitor and analyse digital performance metrics to continuously improve paid media effectiveness. Report on performance according to team and company OKRs.
- Liaise with overseas colleagues based in key territories to optimise international market spend.
- Be a proactive member of the Explore team, building relationships with key areas of the business and becoming an ambassador for the brand.

#### Person Profile

- Enthusiastic team player
- A passion for Digital Performance Marketing
- Experience with keyword research and ad copywriting
- Comfortable working with and tracking budgets and media spend
- A passion for the planet, and contributing to a more sustainable future
- Results-driven, with a passion for stats and data analysis
- Customer-focused
- Friendly, approachable and flexible with a strong ability to build a good rapport with the wider team and effectively communicate at all levels
- Willingness to take on occasional additional tasks as and when required

#### Skills and Experience

	<i>Essential</i>	<i>Desirable</i>
Understanding of marketing as a discipline	√	
Proven ability to work to deadlines	√	
+2 years of managing PPC campaigns with Google and Meta ad certification	√	
Strong analytical and data interpretation skills to make informed decisions.	√	
Strong planning and organisational skills with great time management	√	
Good knowledge of digital marketing tools - GA4, Supermetrics, Google Keyword Planner, Looker Studio	√	
Committed to putting the customer at the centre of their work	√	
Experience using CMS and CRM systems for landing page optimisation and audience building		√
Travel industry experience		√

#### Education:

Higher education / marketing / paid media qualification preferable but not essential

#### Benefits

Hybrid working arrangements with 2 days in the Farnborough office per week.

Work life balance is important to us at Explore and so we are open to discussion on working hours. The role is full time 37.5 hours per week, although we are happy to consider a different working week for the right person.

There is a requirement for the post-holder to go on a week-long (8 day) Explore trip in Europe within the first few months of joining. A valid passport is, therefore, essential. Explore will cover the cost of the trip and transport (plus an allowance for food). The week will be counted as a working week, and the post-holder will not be required to take annual leave, but will not be paid additional hours for their time on the trip. If the post-holder chooses to leave Explore before the end of the 6 month contract, they will be expected to pay back up to 60% of the retail price of the trip and transport.

You will start with 25 days holiday a year (pro rata).

Pension scheme and life assurance.

A generous holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.

A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.

A bar and games room at HQ.

We subscribe to the 'Cycle to Work' scheme.

Employment Assistance Programme – a 24/7 helpline offering practical and emotional support for a whole range of issues.

### **The small print**

*This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.*

**Date of Description: October 2023**