



https://www.frontiermktg.com/?post_type=jobs&p=2016

PPC Manager – Flexible Schedule

Description

Frontier Marketing is seeking a motivated, detail-oriented person to join our digital advertising team as a Senior PPC Manager. We are looking for a self-starter to work directly on our Google Ads and Microsoft Ads accounts. As a Senior PPC Manager, your job duties involve managing, optimizing and growing our Ads accounts and in turn the business for our clients. You'll also be coordinating with our account management team and our funnel creation team to ensure maximum performance of accounts.

Responsibilities

- Provide day-to-day maintenance of PPC accounts including budgets, CPA, and other important KPIs
- Continuously looking for growth opportunities in our digital advertising efforts including recommendations for campaign expansion
- Conversion Rate Optimization – Review advertising funnels looking for optimization steps
- Setup of new accounts, ad writing, campaign structuring, and technical setup
- Project management – Coordinate with all employees/contractors to assign tasks
- Pull/create reports from various systems
- Continuous testing of ads, landing pages, and campaign adjustments to always be improving performance
- Perform ad-hoc data analysis using external data sources like CRM to confirm quality leads and sales of PPC activity

Qualifications

- Minimum 2+ years of managing Google Ads accounts as your primary daily function in a lead generation capacity
- Google Ads certified in Search
- Excellent written, verbal, and interpersonal communication skills
- Well-organized, detail-oriented problem-solver
- An intermediate understanding of project-management apps, call tracking systems, landing page builders, and Google Analytics. Able to learn new technologies and systems as the need arises.
- Team player: You enjoy collaborating with stakeholders, staff, & outside contributors

Why Frontier?

At Frontier Marketing, we live and die by our core values. They are:

- **Be transparent** – We strive to give clients the complete picture of their accounts...the good and the bad. We always think of clients first.
- **Continuously improve** – We are always looking to improve in everything we do. Once we achieve a goal, we set another one!
- **Treat others like you want to be treated** – We treat our clients like we

Hiring organization

Frontier Marketing

Employment Type

Full-time, Part-time, Contractor

Beginning of employment

Immediately

Duration of employment

Indefinitely

Industry

Digital Marketing

Job Location

Remote work from: USA

Working Hours

Flexible

Date posted

November 27, 2023

Valid through

27.12.2023

are spending our own money, and we treat team members and partners as good as we treat ourselves.

We love what we do at Frontier. We are looking for candidates who are passionate about growing professionally and applying their expertise to support the success of our clients and our company.

Frontier Marketing is a creative digital advertising company located in Flower Mound, Texas. We're a team of curious and passionate people focused on results by curating marketing solutions that target, capture, and convert the hottest prospects for our clients. Finding out what motivates prospects is what motivates us. We consider ourselves members of each client's team, responsible for achieving or exceeding sales objectives. We believe that when it comes to marketing, nothing matters except results. We strive to exceed our clients' expectations.