

Genie Ventures Ltd



Job Description PPC Manager / PPC Executive

Brief

Job title	PPC Manager / PPC Executive
Date advertised	26 th May 2010
Summary	Exciting PPC role across a fast-growing network of niche websites, reporting to marketing director.
Salary	£neg - depending on experience, plus Company Bonus Scheme (Profit Share), 25 Days' Holiday
Type	Full time, permanent
Reporting to	Managing Director
Location	London or Cambridge
Start date	Neg, ASAP

About Genie Ventures

Genie Ventures is an ambitious internet business responsible for a network of fast-growing vertical search and comparison websites. We are challenging the tired, standard model of CPM advertising and are masters of building and retaining traffic and turning this traffic into cash. We are market leaders with our Broadband Genie and Mobile Broadband Genie sites and are currently launching several more. We need a superb, focussed, fast-learning PPC manager to share the workload to ensure we can handle this huge growth phase. Our main revenue is lead generation and affiliate (CPA, CPL, CPC).

Job description

As PPC Manager at Genie Ventures you will report to the Marketing Director and will be responsible for the management and growth of our PPC programme, including:

- Developing and improving our PPC strategies to grow the size and profitability of our paid search programme.
- Day-to-day managing and optimising ongoing campaigns.
- Responding to sudden business development opportunities and targets.
- Working with product and design colleagues to optimise traffic conversion rates.
- Managing budgets and hitting targets.
- Reporting on PPC performance across a variety of channels.

Person specification

This is a really important role for Genie Ventures to fill: developing the PPC function is crucial to the future growth of the company.

Experience and knowledge:

- Minimum two years' proper experience.
- Strong and successful ideas about PPC strategy.
- Proven, outstanding track record of delivering and managing a PPC operation. You must be able to demonstrate how you have successfully planned profitable campaigns and hit targets
- Experience in marketing analytics and knowledge of key metrics relating to traffic and conversion rates (e.g. EPV, EPC)
- Preferably knowledge of key internet revenue models, including CPA, CPC, CPM and CPL
- Any experience in the telecoms or computer hardware sectors would be an advantage, but is by no means necessary

Why work for Genie Ventures?

Working for Genie Ventures is a fantastic opportunity to get involved with a successful, profitable, growing company at an early stage (we've been going five years and retain all the fun elements of a startup but with a proven record behind us). We have an entrepreneurial, target-oriented culture and a talented team and – provided you're prepared to work hard and get involved – we'll give you plenty of freedom to succeed and plenty of responsibility. We have a proven track record of making money online, we're ambitious, we want to succeed and we want the best people to join us.

Applying

Please carefully consider that you're relevant for this position. If you'd like to apply, please send your CV and a covering letter to Ciaran Dunne at ciaron.dunne@genieventures.co.uk