

<b>Name:</b>	
<b>Title:</b> PPC / Digital Executive	<b>Department:</b> Marketing
<b>Reporting to:</b> Marketing Communication Manager	
<p><b>Job Purpose:</b></p> <p>The PPC/Digital Marketing Executive will support The Ascentis Group's digital marketing strategy, managing pay-per-click (PPC), paid social, and search engine optimisation (SEO) campaigns, whilst analysing performance, and providing comprehensive reports. They will optimise campaigns, conduct competitor analysis, and ensure effective budget allocation. Additionally, they will be responsible for creating content optimised for SEO performance to enhance campaign success, contributing to overall marketing and commercial objectives.</p> <p><b>Job Responsibility:</b></p> <p>The PPC Executive is responsible for:</p> <ol style="list-style-type: none"> <li>1 Developing in-depth knowledge of The Ascentis Group's products and services in order to effectively communicate to our target audience.</li> <li>2 Conduct digital audits to assess our current online presence and identify any areas for improvement.</li> <li>3 Collaborate with the marketing team to develop and implement digital marketing strategies aligned with business objectives</li> <li>4 Manage PPC campaigns on platforms such as Google and Bing and deliver performance reports to the Senior Marketing Executive, Marketing Communications Manager and the wider team.</li> <li>5 Analysing results of digital marketing campaigns to identify opportunities and trends</li> <li>6 Provide feedback on campaign performance through regular comprehensive reporting and propose actionable insights to enhance future campaigns.</li> <li>7 Understanding trends across markets and brands</li> <li>8 Conduct keyword research, bid management and perform competitor analysis to optimise campaign performance</li> <li>9 Implement data-led ad testing, including A/B and multivariate testing to improve campaign effectiveness.</li> <li>10 Working alongside Google, Bing and Meta Ads to measure market share and gain insights into industry trends</li> <li>11 Checking accuracy, working closely within budgets and communicating promotional activity.</li> <li>12 Responsible for reporting daily, weekly and monthly performances against forecast and KPI's.</li> <li>13 Provide relevant data and reports to support the Commercial Team or wider Company, and present at meetings when required.</li> <li>14 Willingness to undertake travel and work unsocial hours or stay over in hotel accommodation as the job requires.</li> <li>15 Maintaining Paid Media, monitoring spend and maintaining ad copy.</li> <li>16 Putting forward creative ideas to the design team to achieve targets and objectives, ensuring alignment with overall marketing strategies.</li> <li>17 Enhancing customer touchpoints and considering user journeys with the use of automation where appropriate to enhance the UX with Ascentis brands.</li> <li>18 Managing all social media advertising and optimising for the best results.</li> </ol>	

19 Creation of SEO content to drive website traffic in line with marketing campaigns and commercial objectives.

### Success Measures

- 1 ROI on PPC and social media campaigns
- 2 Ability to be reactive and optimise digital marketing activity to achieve the best possible results
- 3 Accurate and creative ad copy produced which engages target audiences
- 4 Measurables to delivered including website traffic and lead generation with a focus on form submissions

- 4 Accurate and timely reports fed back to the business which can be used to inform future strategies in order to maximise sales growth;
- 5 Marketing campaigns which are targeted to maximise brand awareness and lead generation.

The following responsibilities apply to all roles:

- 1 Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process;
- 2 Contribute to the improvement of customer service;
- 3 Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role.

As a member of staff at Ascentis you will be expected to:

- 1 Understand and be committed to the Ascentis Vision;
- 2 Work hard and flexibly to achieve your targets and those of the Company and be positive at all times;
- 3 Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets;
- 4 Work flexibly to meet the needs of our customers;
- 5 Implement strategies to achieve continuous improvement in your own performance.

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

### **Accountability and Key Contacts:**

#### Accountability

Senior Marketing Executive, Marketing Communications Manager, Deputy Commercial Director, Group Commercial Director and Group Chief Executive Office

#### Key Contacts

- External Suppliers
- Business Development Manager (Interventions)
- Commercial Managers and IDL Client Relationship Managers
- Head of Product Development

### **Key Attributes (E = Essential; D = Desirable)**

- Confident in Google Search Console, Google Analytics, Google Ads and Microsoft Ads (E)
- GCSE Maths & English at least B Grade (E)
- Ability to use initiative (E)
- Ability to work as part of a team (E)
- Ability to work under pressure and to deadlines (E)
- Ability to use Microsoft Office applications proficiently (E)
- A positive and persistent attitude (E)
- Strong maths ability and understanding of percentages (E)
- Good writing skills and be able to write professionally (E)
- Be able to dedicate themselves to the task at hand (E)
- Experience of working in an office environment (D)
- Experience of working with CRM systems (D)
- Understanding of SEO, PPC and wider digital marketing (E)
- Commercial awareness (E)

- Knowledge of Facebook advertising and tools such as Moz and SEMRush (D)
- Proven experience as Digital Marketing Executive or similar (Minimum 2 years) (D)
- Excellent understanding of digital marketing concepts and best practices (E)
- Analytically minded, ability to look into results, performance, stats (D)
- Good with copy and writing creatively for different audiences (E)
- Level 3 qualification or above in marketing or related discipline (digital marketing, communications etc) or equivalent experience with evidence of continuing professional development (E)
- Qualified to degree level with CIM accreditation, or equivalent technical ability and knowledge (D)
- Excellent communication skills with the ability to liaise with external and internal stakeholders to analyse requirements and optimise the impact of digital communications (E)
- Demonstrable experience of delivering to a marketing plan and assisting with the development of a multi-channel marketing strategy (E)
- Understanding of relevant web legislation, including GDPR (E)
- Understanding of social media marketing principles, techniques and tools (D)
- Excellent copywriting and proofreading skills and the ability to produce high-quality, engaging multi-media content for a range of channels and audiences, including the ability to write SEO content for multiple platforms (E)
- Experience and understanding of techniques relating to user journey improvement & optimisation (E)
- Experience of managing external and internal digital channels, including developing and managing websites and effective email marketing (E)
- Demonstrable high level ICT skills including use of Microsoft Suite (E)
- Experience of working in the education / training sector (D)

<p><b>Agreed:</b> Post Holder _____ Date _____</p>

