

Better2Know Job Description and Person Specification

Job Title:	PPC Executive
Reporting To:	Head of Tech Team
Hours:	Full time Monday to Friday
Location:	Morecambe, Lancashire

Overview

Better2Know is the world's leading private provider of Sexual Health testing services. We offer patients fast, confidential and anonymous testing and results across the UK, Ireland and Internationally. We are the GP Bullhound's fastest growing e-commerce company in Lancaster. We are entering an exciting period of growth.

We are looking for an innovative person to manage our PPC campaigns, and show us what else you can do to achieve your potential, and to reach our goals. The Tech Team has a much wider remit, and we would love to hear from you if you have wider skills and ambitions.

Job Description

- Manage and improve Better2Know PPC Campaigns to provide a target ROI
- Liaising with google over different national requirements.
- Making strategic suggestions to PPC Campaigns
- Writing new PPC Campaigns for new geographical areas and services
- Track and report on progress made
- Review websites to suggest improvements

Person Specification

The ideal person will have

- Experience of managing high performance PPC Campaigns
- Reporting on the improvements in PPC Campaigns
- Experience of working with google to improve Campaigns
- Ability to see projects through to a finish
- Excellent IT skills e.g. word, excel, internet
- Ability to get stuff done
- Willingness to learn about Sexual Health
- Excellent attention to detail
- Enthusiasm about new challenges

The successful person may have:

- On and off page SEO skills
- Interest in Web design and development
- Knowledge of CodeIgniter or CakePHP
- Experience or working in healthcare
- Experience of using User Experience to improve conversions

NO AGENCIES PLEASE

Better2Know reserves the right to make reasonable changes to any of your terms and conditions of employment including but not limited to your hours of work, place of work and duties.

This document is not a contract of employment.