



What we do:

Grofuse is a growth agency. We create online solutions to improve processes, develop web platforms to drive sales and deliver marketing campaigns to fuel the growth of ambitious organisations we know we can deliver for.

Why we do: To inspire the development of our people, adapt the latest technologies and truly understand the organisations we work with so that they can achieve their growth goals.

Who we are:

We are an ever-growing team of specialists whose expertise fused together has all the essential ingredients needed for online growth.

Our vision:

To achieve sustained global growth by creating fans of our customers and to be consistently oversubscribed with an increasingly renowned international reputation for helping clients become market leaders in their sectors.

Our mission:

To combine the latest technologies with specialist expertise, strong customer empathy and commitment to clear client communication in order to help our customers become leaders in their respective markets.

How we work

We are a team of specialists who together combine the ingredients required for business growth.

Our qualified marketing and digital analytics experts work hand in hand with our PR professionals, graphic and motion graphics designers, web developers and software specialists to create the perfect growth packages for our clients.

We are dedicated to working closely with our clients through clear lines of communication and unrivalled customer care with an unerring can-do attitude to growth. We always ensure that we fully understand our clients' goals and objectives, as well as gaining full insight into the needs and desires of their target audiences.

We're always looking for highly driven people to join our exciting journey of delivering growth for our customers. If you share our passion for growth, join us.

Google Ads/PPC job description

Job Details

Job title: Google Ads/PPC Specialist

Contract Type: Full-time/Permanent/Part Time Opportunities (full remote working option)

Location: Derry/Londonderry

Overview

We are looking for a Google Ads/PPC specialist to implement, manage and analyse PPC campaigns. You will also be asked to share your expertise through blogs and articles.

Responsibilities

- Handle client communications and write client reports.
- Processing PPC audits for new clients.
- Setting and effectively managing paid media campaigns: Google Ads, Google Display Network, LinkedIn, Facebook.
- Managing Google Tag Manager/Google Analytics projects.
- Establishing targets and managing budgets.
- Setting up and analysing conversions to track and improve results.
- Proactively keeping up to date with new PPC developments.

Essential criteria

- 2-3 years' experience with managing Google Ads campaigns successfully.
- Have a good understanding of marketing (online and offline).
- Working knowledge of PPC, Web Analytics, SEO, CRO (Conversion Rate Optimisation).
- Be Google Ads qualified.
- Keen observer of society and trends, specifically among clients' target audience.
- Strong attention to detail.
- Strong interpersonal skills—empathy, emotional intelligence, verbal skills, flexibility.

Non-essential criteria

- Education to degree level in a related field.
- 3 years professional digital marketing experience