

Google Ads Specialist

Qualification: A bachelor's degree in any discipline from a reputed institute. A Management Graduate would be preferred

Experience: 2+ years in relevant discipline

The Job Overview

We are seeking a Google Ads expert to help us make better business decisions based on our marketing data. The ideal candidate will have a working knowledge of Google Ads and Google Analytics.

Your primary responsibilities will be maintaining the Google Ad accounts of our company and analyzing the results to identify patterns and trends that can help us improve the efficiency and usability of our products and services. You will also be expected to improve our Google Ads accounts and maximize the return on our investment.

Responsibilities

Below are some of the responsibilities a Google Ads expert is expected to assume in their position:

- 1) Manage all aspects of Google Ad campaigns
- 2) Create and optimize ad campaigns and paid search landing pages
- 3) Analyze and optimize ad campaigns to increase return on investment (ROI)
- 4) Use Google Ads to drive a variety of online marketing campaigns
- 5) Analyze and optimize pay-per-click (PPC) campaigns to increase ROI
- 6) Manage and optimize display campaigns across multiple devices
- 7) Develop PPC strategies to increase online visibility
- 8) Collaborate with a team of marketers, Google Ads specialists, and engineers
- 9) Develop the creatives for display campaigns
- 10) Reporting weekly to the reporting manager and a Plan of Action for next week

Job Qualifications and Skill Sets

Below are the qualifications expected of a Google Ads expert:

- 1) A degree/Diploma/Certification in digital marketing or a related business field
- 2) In-depth knowledge of Google Ads, Microsoft Advertising (formerly Bing Ads), and Google Analytics
- 3) An understanding of search engine optimization (SEO) and search engine marketing (SEM)



- 4) Google Ads certification
- 5) Competency with using Word, Excel, and PowerPoint to produce reports and presentations for clients
- 6) 2+ years of experience in handling Google Ads backed up with large budget
- 7) Experience in Google Ads for NGO will be preferred but not mandatory

How to Apply:

Candidates who fulfil the eligibility criteria should email their resume and cover letter with the subject "For Program Manager Role @ AFI" to careers@actionforindia.org