



PPC Manager Job Description

Vision:

As PPC Manager, you will work with the PPC Director with a commitment to serving our clients to the best of your ability. You will constantly seek to improve your skills, create increased efficiencies and provide thought-leadership within the company.

The PPC Manager embodies the ethos of Page.One - Purpose, Profit, Play. With this, you understand that as your depth of Amazon and e-commerce knowledge increases, you may support other teams and you selflessly add value when and where it is needed.

The PPC Manager is responsible for the following:

PPC Management

- **Goals:**

- Retain all clients
- Hit metrics that consistently make clients happy
- Show solid, incremental progress
- Make intelligent, data-driven decisions that you can support if questioned
- Contribute to the team in ways that lead to growth

- **Responsibilities:**

- Meet weekly (1 hr) with PPC Director to discuss accounts, reports submitted in advance
- Responsibly manage the Amazon ad spend of each account assigned based on client & team expectations
- Meet with clients once per month and communicate with them through our client portal as needed
- Run account audits when needed
- Weekly & Monthly reporting
- Train and manage PPC Specialists if assigned
- Communicate proactively with any issues/opportunities
- Look for ways to contribute to the growth of the department and company

- **Required Skills & Experience**

- Minimum of 2 years managing Amazon PPC accounts
- Deep understanding of all ad types
- Incredibly organized and self motivated
- Experience with Asana & Slack
- Strong communicator
- Agency experience is a plus but not essential
- Vendor Central experience is a plus but not essential

- Confident with a beginner's mind

Each account and each business owner is unique. Each has its own goals, budget, risk tolerance and vision for the future of their business. With that said, ultimately, all businesses want to increase revenues and profits. Understanding their relationship to those two metrics is key to understanding how to build and manage their advertising.

Ultimately, we need to assess potential and adjust accordingly. Remember, all large accounts started as small accounts.

The goal with every account is to keep them as clients forever.

Pay & Schedule

- Pay range - \$45k - \$70k usd depending on experience
- Hours - flexible to time zone with some EST overlap
- 10 days PTO even for contractors
- A variety of US or country of origin holidays observed