



Senior PPC Manager Job Description

Do you love crafting Amazon advertising strategies and watching as your client's ROAS grows and grows? Can you be elbows deep in data and reporting then join the CEO on a podcast and talk advertising in a way that the average CMO can understand?

Vision:

As Senior PPC Manager, you will work with the CEO and other key staff 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 Senior 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.

This is a 100% remote position, but if you are in South Florida, we also have a desk for you.

The Senior PPC Manager is responsible for the following:

Management Responsibilities

- You are the team lead for advertising and are responsible for goals and targets being met across all ad accounts.
- Responsible for the quality and consistency of all Advertising client communications within your team
- You will oversee, help hire and train all PPC Managers and PPC Support Staff within your team (currently 2 PPC Managers and 1 Support Staff)
- You will work directly with the Brand Managers as the advertising strategist on all brand management accounts
- Meet regularly with CEO to review department KPI's, plan and strategize for growth and improvement
- Constantly seek to grow and enhance your department through improved processes and automation
- Create customized advertising plans for all key accounts

PPC Management

You will manage a book of key accounts. Some of these key accounts are PPC Management only where you are working directly with the client. Other key accounts are brands that we fully manage.

- **Goals:**
 - Retain all clients
 - Ensure clear client communications through monthly meetings and weekly reporting
 - Plan all strategies in advance (map the course before taking action)

- Hit metrics that consistently make clients happy
- Show solid progress within a strategic advertising plan
- Make intelligent, data-driven decisions that you can support if questioned
- Contribute to the team in ways that lead to growth

- **Required Skills & Experience**
 - Minimum of 4 years managing Amazon Advertising Accounts
 - 2 years of agency experience preferred
 - Deep understanding of all ad types, strategy and performance
 - Incredibly organized and self motivated
 - Experience with Asana & Slack
 - Strong communicator
 - Experience with Pacvue is a plus
 - Vendor Central experience is a plus but not essential

Pay & Schedule

- Base Pay- \$70k - \$80k usd depending on experience
- Performance Pay - up to an additional 15% of base
- 10 days PTO
- Health Care at discounted group rates
- A variety of US or country of origin holidays observed