

Job Role:

PPC/Paid Media Campaign Manager

About MPG

- MPG (trading name of Marketing Pro Limited) is a founder-led, specialist B2B marketing consultancy and full-service agency. We deliver marketing strategies, operations and campaigns for B2B media and events businesses, with a specialist focus on the marketing of conferences and exhibitions/trade shows.
- Our core strengths are in how we use martech, digital/AI tools, data and analytics to help our clients achieve their business goals. We run an ongoing training and development programme that gives every member of our team the opportunity to gain and maintain strong knowledge and skills in all things 'tech and data' related to B2B marketing.
- Team MPG serves a global client base, with a focus on the UK and the USA. Most of our clients operate internationally in terms of the markets they serve, so Team MPG delivers marketing services to grow our clients' audiences and customer base worldwide.
- Team MPG consists of very dedicated individuals working in a high-performance, fast-paced and dynamic environment. Our culture centres on teamwork, ownership and transparency in how we work with our colleagues, clients and partners. We also enjoy regular team social events, well-being initiatives and ongoing charity fundraising activities together.
- We have a hybrid working model, with approximately 60% of work done remotely/from home and 40% of work done in-person with colleagues and clients in central London.
- We believe it is important to be a responsible business, so diversity, inclusion and sustainability are a core part of our culture. Please read more about our team's corporate social responsibility work on our website here: <https://www.mpg.biz/about-us/responsible-business/>

Team MPG – learning and growing together

One of MPG's core strengths is the **ongoing training and development** of our people. We value and build on relevant experience that we gain daily from a variety of projects. We love to find and 'hothouse' future marketing leaders. As we deliver a wide variety of B2B marketing projects, candidates must have the ability and drive to **succeed under pressure**, be **results-focused**, be **agile** and **flexible** and enjoy working in a **fast-paced environment** across multiple projects.

We find that people with the following traits are a great fit for Team MPG:

- You can work in an agile, flexible way, but you are also good at understanding and following the processes essential for an efficient, quality focused and integrated business.
- You work well autonomously and as part of a team - taking ownership of outcomes and results.
- You are a good communicator – in the written and spoken word.
- You know that feeling and displaying empathy when dealing with any stakeholder, internally or externally, at any level, is very important.
- You are a proactive person who thinks ahead and plans well.
- You are as strong on execution as you are in planning.
- You have excellent attention to detail.
- You are organised and systematic in how you work.
- You can solve problems with analytical and creative thinking.
- You thrive in and embrace an environment that encourages lifelong learning which is both self-directed and supported by structured training programmes.

About the PPC/Paid Media Campaign Manager role in MPG

This role is focused on managing and optimising PPC and paid media campaigns to attract attendees and exhibitors/sponsors for B2B events. You will work with a range of MPG's clients on a variety of projects globally.

A PPC/Paid Media Campaign Manager at MPG will be responsible for the following:

1. PPC/paid media campaign planning to meet objectives including brand awareness, web traffic and conversions (lead generation and revenue generation).
2. Creating impactful campaigns across a range of channels such as Google Ads, Microsoft Ads, LinkedIn, and Meta.
3. Ad design, including keyword research, copywriting, image/video asset creation and budget management.
4. Technical setup of ads within platforms, including setup of goals and conversion tracking.
5. Ongoing optimisation of ads on a weekly basis to ensure best possible results.
6. Updating, reviewing and interpreting performance reports; providing insights based on results each week and making recommendations on priorities for the following week.
7. Directly communicating with clients – providing visibility of results and campaign progress as well nurturing and managing client relationships.
8. Other tasks and duties as required by your line manager and/or the business.

Experience and qualifications required:

- Minimum of 2 years' experience in a PPC/paid media-focused role, preferably for an agency. Experience in PPC/paid media for event marketing would be an advantage.
- Good knowledge of SEM and familiarity with multiple ad platforms (i.e. Google Ads, Microsoft Ads, LinkedIn Ads, Meta Ads, etc.). Experience of programmatic is not essential but would be an advantage.
- Google Ads certifications - preferably Search and Display.
- A marketing qualification is not required, but would be an advantage.

Skills required:

- Strong copywriting skills and ability to use simple design tools (e.g. Canva) to create compelling graphics and ad copy in line with brand guidelines.
- Good analytical skills with experience in data analysis and reporting.
- Working knowledge of analytics tools (e.g. Google Analytics, Google Tag Manager).
- Excellent communication and project management skills.

Office hours & location:	We usually work 09h00 – 17h30 GMT/BST. We also offer flexitime, including extended lunch breaks (for a visit to the gym or to go for a walk, or just have a longer lunch). MPG operates a hybrid working policy, with 2 days per week in the office (WeWork, 2 Minster Court, London, EC3R 7BB). All team members have a WeWork membership giving them access to office space 7 days a week.
Start date:	Flexible. Finding exactly the right person for the job is the most important aspect of recruitment for us, so we don't fixate on a specific start date, but 'as soon as possible' is usually our request!
Salary:	Information supplied upon application and interview process. What we offer depends on the mix of experience, skills, qualifications, and growth potential you can bring to Team MPG.
Current benefits:	25 days' holiday per year (plus bank holidays); additional day off for your birthday & birthday gift voucher; regular and ongoing training initiatives incl. personalised development plan; regular team socials, including charity fundraisers; annual wellbeing allowance; annual allowance for opticians; annual allowance for flu vaccinations; 2 days off per year for volunteering/charity work; monthly subsidy to cover costs of home working (energy, internet etc); work equipment provided, including laptop, 2nd screen, keyboard & mouse.

How to apply: please email your CV to helen@mpg.biz

What members of our team say about working at MPG



ALICIA DREW

MPG has given me opportunities I simply would not have found elsewhere. Very soon after I joined, I was given ownership of my own marketing projects and I have been able to choose the direction I wanted my career to take. At MPG, every individual is made to feel like they are playing an important role in building the future of the business.



SHARISE WILKINSON

I joined MPG after 17 years of working in B2B marketing and even with so much client-side experience I still learn something new every day as part of Team MPG! There is a real 'learning' culture here - we're encouraged to always know and apply the latest marketing best practices - and it shows.



ANNA STONE

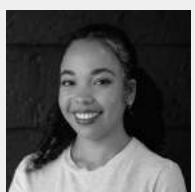
With a fantastic training programme to build your confidence, and a team who are so welcoming, supportive and approachable, MPG is a wonderful company to work for.

Working at a marketing agency means you get experience in a host of different areas of digital marketing across many different projects, which helps you grow as a marketer. I first took on MPG's own marketing, where I learnt a lot of great skills. Now being client-focused, my knowledge has skyrocketed even further.



MARIYA GORDON

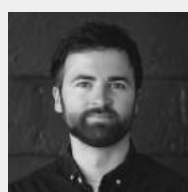
The growth in my career as a marketer since joining MPG has been undeniable. MPG has helped me develop broad marketing skills including website optimisation, copywriting, analytics & reporting, PPC, and many other areas. MPG has also given me the opportunity to build capabilities and confidence in marketing campaign management, communication, and client liaison. Everyone on the team is passionate about learning, giving me a very growth-focused environment for my ongoing development.



STEPHANIE SOBOLA

MPG has given me the opportunity to develop a number of extremely valuable marketing skills across a range of channels. The focus on our wellbeing and

the dedication to our personal training and development make it a positive space to build a successful marketing career.



DOMINIC BIRD

MPG is a highly professional, dynamic and inclusive team. I have been encouraged and supported to excel in the areas of marketing I find most exciting. If you are motivated to succeed as part of a dedicated, hard-working, and fun team, you'll fit right in!