

# PPC Digital Specialist

<b>Remuneration:</b>	negotiable basic salary
<b>Benefits:</b>	Medical Aid
<b>Location:</b>	Johannesburg, Bryanston
<b>Remote work:</b>	Some remote work allowed
<b>Education level:</b>	Degree
<b>Job level:</b>	Mid
<b>Job policy:</b>	Employment Equity position
<b>Type:</b>	1 Year
<b>Reference:</b>	#DigitalSpecialist
<b>Company:</b>	<a href="#">Wetpaint Advertising</a>

## Job description

Wetpaint is growing and needs additional team members in the digital department.

We are searching for a digital specialist with significant experience managing client digital marketing offerings.

### Requirements:

- Minimum five years of marketing/advertising agency or freelance experience with proven experience in PPC search and display campaigns.
- Diploma or undergraduate degree preferably in a communication, digital marketing/SEO-SEM-related qualification.
- A valid Google certification on search, display, video, mobile and Google Analytics.
- Minimum four-year experience using:
  - Google Search Console (Webmaster Tools)
  - Google Keyword Planner Tool
  - Google Search
  - Google Shopping/Merchant Center
  - Deep expertise of Microsoft Excel
  - CMS Frameworks: WordPress
  - Working knowledge of HTML and CSS
- Excellent knowledge of Google Tag Manager (for conversion tracking).
- Excellent skills in Google Analytics and Google Webmaster tools.
- Excellent skills in content creation working together with a copywriter.
- Excellent communication and presentation skills.
- Strong leadership qualities and an ability to manage and influence team members, freelancers, clients and coworkers.
- Strong interpersonal skills: consistent demonstration of diplomacy and decisiveness; strong problem-solving skills; strong attention to detail and accuracy; proven budget management skills.
- Proven time management skills; able to handle conflicting priorities and juggle multiple projects while delivering on deadlines.

**Key responsibilities:**

- Work with the team to plan and execute PPC or other digital marketing components of a project for our clients.
- Research and project planning.
- Client presentations, consulting and support.
- Execute tasks and reporting with the agency team.
- Execute PPC setup, monitoring and reporting.

**What you'll love about this job:**

- The people - we're a supportive team and encourage big ideas and bold thinking. You'll be one of the dotters.
- A collaborative environment that encourages brainstorming and teamwork.
- Dynamic projects with a range of clients to keep things interesting.
- A fast-paced and vibrant corporate culture that is inclusive and entertaining!
- We are passionate about our clients.
- We are tenacious about building our clients' business and brand awareness!

Posted on 03 Apr 12:05, Closing date 2 Jun

**Apply**

HR Dept  
[accounts@wetpaint.co.za](mailto:accounts@wetpaint.co.za)  
011 706-2720

**Or apply with your Biz CV**

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See also: [Specialist](#), [Marketing Specialist](#), [Digital Account Manager](#), [Media Specialist](#)

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