

GOOGLE ADS MANAGER EXPERT

Job Ref. No: #JDMPR1048

2023 - 2024



- ▶ Company Name : Moris Media Private Limited
- ▶ Designation : Google Ads Manager Expert
- ▶ Job Type : Full Time
- ▶ Industry : Media & Marketing Industry
- ▶ Department : PR & Marketing Department
- ▶ Work Model : Remote
- ▶ Salary : ₹ 25,000 - ₹ 70,000



About **moris**media

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

We are looking for a Google Ads management expert to join our performance marketing team. As a Manager for Google Ads, you are responsible for strategizing and executing the Google Ads marketing plan for the client. This includes Search Ads, Display Ads, retargeting, Discovery Ads, YouTube Ads, and Retargeting Ads.

The Google AD Manager's goal is to make sure that our online marketing efforts have the highest possible return on investment (ROI.) It is our goal to ensure our online marketing efforts have the highest possible return on investment (ROI.)

Primary Responsibilities

- Must have handled Google Ads Complete responsibility for Google Ads
- Strategizing and executing the Google Ads marketing plan for clients.
- This includes campaign planning-execution-optimization of different types of Google Ads i.e. Search Ads, Display Ads, retargeting, Discovery Ads, and YouTube Ads.
- Developing promotions and excellence in execution to maximize ROI.
- Developing, testing, and analysing new tactics to increase conversion rates and sharing them within the organization
- Analysing competitor's data and search terms and creating cross-competitor-specific campaigns on Google.
- Manage Google search, display, and Shopping ads.
- Must have strong experience with Google Shopping. Create and manage Google Bing search ads, and display Shopping ads.
- Writing compelling ad copies etc. Use analytics data and lead tracking to optimize campaigns and constantly improve results.
- Knowledge of Media Buying strategy design, and building strategies for social media and Google Ads. Ad creative writing testing Landing page URL analysis Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- Good Experience in Shopify, WordPress, and Big-commerce based websites feed generation on Google Merchants. Desired Candidate Profile - 3-5 years' experience in PPC Advertising.
- Good communication skills - MUST be able to write effective ad copies.
- Strong leadership skills
- Experience in Online Marketing for e-commerce portals.
- Must be very good with numbers and possess excellent MS Excel Skills.
- Experience in UTM Tagging, and Google Analytics.
- Should have managed big-budget SEM campaigns in the past and preferably should have had some exposure to SEO, Re-marketing, and Social Advertising to be able to draw out possible synergies across mediums.

Required Skills

- Manage all aspects of Google Ad campaigns

- Create and optimize ad campaigns and paid search landing pages
- Analyze and optimize ad campaigns to increase return on investment (ROI)
- Use Google Ads to drive a variety of online marketing campaigns
- Analyze and optimize pay-per-click (PPC) campaigns to increase ROI
- Manage and optimize display campaigns across multiple devices
- Develop PPC strategies to increase online visibility
- Collaborate with a team of marketers, Google Ads specialists, and engineers

Qualifications & Experience

- A degree in digital marketing or a related business field
- In-depth knowledge of Google Ads, Microsoft Advertising (formerly Bing Ads), and Google Analytics
- An understanding of search engine optimization (SEO) and search engine marketing (SEM)
- Google Ads certification
- Competency with using Word, Excel, and PowerPoint to produce reports and presentations for clients

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.



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