**Advertising / Marketing Analytics Manager**

Our client is a premium based environmental service company based in Gomshall and they are looking for an Advertising / Marketing Manager who is skilled in analysing Marketing campaigns specifically using Google Ads

This is full-time office-based role and our client offers:

* A competitive salary range of £40,000 - £55,000 per year, depending on experience.
* Comprehensive benefits including a company pension.

**Key Duties:**

* Develop and implement advertising campaigns to drive brand awareness and lead generation.
* Manage online advertising platforms such as Google Ads and social media ads.
* Analyse campaign performance metrics and optimize strategies for maximum ROI
* Conduct market research to gain insights into target audience

**Key Skills:**

* Strong understanding of marketing principles and techniques
* Proficiency in B2B advertising strategies.
* Strong analytical skills with expertise in Excel for data analysis.
* Experience with Google Ads and other online advertising platforms.
* Proficient in Microsoft Office suite for creating reports and presentations.
* Excellent organizational skills to manage multiple campaigns simultaneously.
* Strong communication skills to effectively convey advertising strategies.
* Knowledge of SEO principles to enhance online visibility.
* Fluency in English, both written and verbal.
* Experience of managing a sizeable marketing budget.
* Knowledge of UK advertising regulations and compliance requirements.

Thank you for taking the time to apply to OPR Resourcing Specialists. If your application is successful you will be contacted within 7 days. We apologise but due to the high volume of applications we receive we are unable to provide feedback on individual CV's.

Please note that by applying for the above job it will be understood that you accept our Terms of Business and Privacy Policy which can be found on our website on the page "Find A Job".