

Helping Hands

Google Ads Manager

For More Information:
www.helpinghandsapp.com/jointeam.html



Description

- Research the most successful keywords/audiences, ad copy and landing pages of the competitors
- Developing & implementing effective Pay Per Click (PPC) campaigns (Google Ads, Facebook ads) to hit goals and generate positive return on investment (ROI), both short term and long term
- Managing PPC budgets, while building & strengthening platform accounts & key relationships
- Do weekly PPC tasks, such as negative keyword mining, bid adjustments, and writing/adjusting ad copy (as required)
- Tracking daily, weekly & monthly key performance indicators (KPI) to identifying opportunities for improvement in performance & regularly reporting to management
- Creating weekly and monthly reports
- Recommend new strategies based on data and testing
- Do Google Analytics analysis



(Dates/Times):

A minimum of five-week commitment is required, with a minimum of 10 hours of volunteering per week. Volunteers can wish to work more than the specified time frame if they wish.



Location

5100, Erin Mills Parkway,
Mississauga, ON, L5M 4Z5



Computers & Technology

Communication



SKILLS YOU CAN GAIN



Research



Problem Solving



Creativity



Leadership



Time Management

Helping
Youth Get
Engaged in
the
Community



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