

Helping Hands App

Online 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
- Analyze the Google Analytics report



(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

Work Remotely



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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