**PPC Manager**

Reporting to Group Performance Manager

Europe's leading online grocery delivery service. We are on a mission for our customers’ healthier and happier lives by helping them eat and live better. Marrying state-of-the-art technology and logistics with love for food, we deliver up to 20,000 SKUs of high quality groceries to our customers’ doors. We carry all the favourite brands, plus a range of affordable own-label products. In every city we carefully select the best quality and freshest local products to save our customers time; from butchers to bakery, and fresh produce directly from farmers via our unique Farm-to-Door program.

Today we have 1,500,000+ customers in major European cities from Vienna to Munich and beyond. Last year we delivered more than 11 million orders.

**Department Overview**

We build our brand around our belief that everyone should have access to better food and higher quality of life. We acquire new customers by winning their trust through superior service, helping their families to run smoothly, and differentiating ourselves with the rich offer of local, fresh, high quality products.

**Role Overview**

The PPC Manager will be responsible for planning, executing and optimising our paid and unpaid advertising campaigns across multiple platforms. This role requires a blend of analytical and creative thinking to maximise ROI while ensuring our brand message is coherent, compelling but differentiating compared to the rest of the herd. If you are an experienced PPC professional who has the ability to find new ways to do things and has original ideas on how to communicate with the outside world, we will happily welcome you to our team. You will be an expert in your field, developing engaging campaigns to acquire a new and loyal customer base.

**What we expect from you**

● Plan, execute and optimise campaigns in the assigned affiliate channels and analyse their performance

● You will be responsible for all PPC systems, helping increase turnover and customer orders. ● Create new personalised campaigns and adverts for new and and loyal customers and maximise the return on the budget invested

● Setting up campaigns, tracking and improving results on an ongoing basis

● Driven by insights of executed campaigns the role develops continuously new business opportunities in the assigned channels



● Responsible for ROAS / ROI of the Performance team, while working with customer segments within their LTV

● Responsibility for reporting based on orders, turnover, profitability and ROI, while monitoring the assigned budget

**What we look for**

● You should have experience in PPC at least for 3 years

● Knowledge of PPC systems (Google Ads, Google Analytics, Meta)

● Twitter, PPC Bee will be a plus

● Benefit will be experience with Google Data Studio, GTM, ROIVenue, AdForm ● Ability to work under the pressure and adapt to changes

● Quick learner and someone who always looks for new ways to do things

● Someone who is delivery focused and has willing to get things done and enjoy working independently

● Analysis and reporting of key metrics

● Team player and good communication skills

● Fluency in English

**KPI’s typical for the position**

● CVR/CPA

● CTR/CPC

● ROAS / ROI

**What we offer**

● Your work will have a direct impact on the company's results

● We will implement your good ideas almost immediately – not waiting for the approval of the headquarters somewhere in the world

● You will not be bound by corporate processes

● Your work has to be innovative and meaningful, we do not want to follow trends, but set them ● Last but not least, we mainly offer a fair reward and the possibility of professional growth and education, also a great bunch of people around and a legendary company events ● Flexible working arrangement with unlimited holidays

