**PPC Manager**

Reporting to CMO

We are one big family in Rohlík. We see the world from the better side and we are constantly looking for ways to make each other happier. We know that even seemingly small goodies can be of great importance, and therefore, together with the rediscovered power of humanity and helpfulness, we return to our roots. To nature, honest craftsmanship and the countryside, where there is inspiration for all who believe that it is time for good things and especially for good food.

**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**

Our Marketing Department represents a well-coordinated bunch of guys who aren’t scared to come up with ideas and who give their all both in campaigns and communication. And this is exactly the foxy crew into which we are searching for a pro who will keep an eye on our marketing strategy, who will look after our channels and who will be drunk into data all the time. 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 control campaigns in the assigned affiliate channels.
* 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
* 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
* Responsibility for reporting based on orders, turnover, profitability and ROI

**What we look for**

* You should have experience in PPC at least for 2 years
* Knowledge of PPC systems (Google Ads, Google Analytics, FB)
* 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 Hungarian and English

**KPI’s typical for the position** (please fill)

* CVR/CPA
* CTR/CPC

**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

**Our Values**

* Customer is in the centre of our universe. Everything we do, we do for them
* Better done than perfect. We build, improve & mainly deliver
* We are brave. We are not scared of making decisions
* We keep learning. Information is power. We deep dive into it to create a change again and again.
* Market standard is not good enough. We aim to win, be the best and ahead of the market. We keep innovating
* We are open and honest to ourselves and to our colleagues. We are able to accept feedback
* We fight in tough environments. The most important is to have fun and keep helicopter view
* We think big. We are bold and daring in changing the future