

Department	WEBSITE DEVELOPMENT	Applicability	Recruitment
Document Type	Job Description		
Document Subtype	Paid Ads ATL	Author	Team, HR

Introduction: You will be responsible for creating, managing & optimizing the Social Ads, PPC, Bing Ads & Google Ads and driving revenue & engagement from it.

Candidate Profile:

1. 5 Days Week.
2. Qualification:
 - a. Minimum Graduate
 - b. 1-3 years of experience working as Paid Ads Specialist
 - c. Team handling experience preferred.
3. Detail oriented person and should possess good English communication skills.
4. Salary (negotiable): 1.8 - 3.5 Lakhs per annum CTC.
5. For experienced candidates, a better salary package can be considered.
6. No. of positions: 2

Required Skills & Abilities:

1. Working in Google PPC, re-marketing, re-targeting, Facebook ads & Instagram ads.
2. Will be responsible for creating, managing & optimizing the Social Ads, PPC, Bing Ads & Google Ads and driving revenue & engagement from it.
3. Planning and execution of paid strategy & implementation, within Google ads, Facebook, Instagram Ads.
4. Multi-channel approach – strong understanding of digital channel integration (PPC/Content/Social).
5. Training team members in various aspects of paid ads and boost team morale and address team grievances.

NOTE: This is a brief & may not be an exhaustive overview of the tasks. This list may be expanded or contracted with due intimation to the incumbent.

I have read & acknowledged the above-mentioned Scope of Work – cum – Job Description document.

Name:

Sign:

Date: