



Requires

Programme Associate – PPC Advertising

Key Responsibilities:

- Collaborate with various departments and the digital marketing team to develop PPC strategies aligned with course objectives.
- Create and configure PPC campaigns on platforms such as Google Ads, Native Ads, and social media advertising.
- Monitor, track, and adjust bidding strategies, keywords, and targeting settings to optimize campaign performance.
- Conduct A/B testing of ad variations to improve click-through rates (CTR) and conversion rates.
- Monitor daily and monthly spending and able to make adjustments as suggested to improve ROI.
- Provide budget recommendations based on campaign performance and goals.
- Collaborate with designers for optimized ad creatives.
- Ensure ad extensions and formats are optimized for maximum visibility and engagement.
- Able to implement negative keywords to improve ad relevance and reduce irrelevant clicks.
- Use analytics tools to track and analyze campaign performance, including click-through rates, conversion rates, cost-per-click (CPC), and ROI.
- Prepare and present regular reports to stakeholders, highlighting key performance metrics.
- Stay current with industry trends, best practices, and changes in advertising platforms' algorithms and policies.

Qualifications:

- A bachelor's degree in marketing, advertising, or a related field is preferred, but relevant experience and a strong portfolio may suffice.
- Proven experience in managing PPC campaigns, with a track record of achieving positive ROI.
- Proficiency in digital marketing tools and PPC advertising platforms, such as Google Analytics, Google Ads, social media management tools, email marketing platforms, etc.
- Strong analytical skills and the ability to interpret data to make data-driven decisions.
- Excellent written and verbal communication skills.
- Attention to detail and the ability to manage multiple campaigns simultaneously.
- Creativity and the ability to think outside the box to create engaging campaigns.

Skillset:

Management of Google Ads, Social Media Ads, Google Analytics and Other Analytical Tools, Social Media Platforms' Management, Social Listening tools, Target Audience Setup, Platform Bidding, A/B Testing, etc.

Tenure of the appointment : The appointment is initially for 12 months with a potential for extension based on performance.

Location: The selected candidate will be working from IIM Ahmedabad campus. IIMA provides access to the library and computer center for all Research Assistants. If selected, the candidate is expected to manage their own accommodation, outside the IIMA campus which is centrally located within the city of Ahmedabad.

Compensation: Compensation will be commensurate with the qualification and experience.

Last date to apply: October 6, 2023

Mode of Application: Please send your CV and Portfolio (if any) to dmsupport@iima.ac.in

Shortlisted candidates will be invited for online or in-person interview.

We will only contact candidates shortlisted for interview. We will not send out letters of rejection to other applicants. Emails asking for status updates will not be entertained.
