



We Make Impact.

OPEN POSITION: PPC Specialist

Job Description

Bolt PR is a national, award-winning public relations and digital marketing agency that energizes organizations' growth by connecting with their audiences, driving demand and sales, and increasing brand equity.

Bolt PR is seeking a highly skilled, organized and results-driven PPC specialist to lead paid search and social campaigns for a variety of accounts. Agency clients are B2B and B2C in a range of industries, including: technology, healthcare, education, professional services, consumer goods, health and fitness, beauty, and restaurant and hospitality.

The PPC Specialist will be responsible for driving PPC strategy, design, implementation and analysis of world-class campaigns, and communicating about all steps of the process and results with clients. This is a highly focused role and candidates will only be considered if they have had a dedicated professional concentration in paid search and social for at least the last three years.

Responsibilities:

- Execute daily account responsibilities associated with Facebook, Google, Bing, LinkedIn, Pinterest, TikTok and other advertising digital platforms for a variety of clients
- Provide recommendations for campaign structuring, targeting, optimization strategy and other necessary components of the PPC plan based on client goals
- Establish and monitor keyword bids, negative keywords, daily and monthly budgets, campaign targeting and additional metrics
- Develop all copy and other ad requirements
- Provide continuous monitoring to modify campaigns for the best performance
- Generate reports for all major metrics and goals tracking
- Serve as the primary client contact for all PPC-related activities
- Collaborate with the internal team and communicate on project status, timelines and results



- Keep pace with search and PPC industry trends and developments, and educate team and clients accordingly

Qualifications:

- 3-6 years of experience specifically focused on PPC required, preferably in an agency setting
- Proven in-depth expertise running successful large-scale campaigns on Facebook, LinkedIn and Google Ads required
 - Google Ads certification is preferred
- Some experience on Bing, Amazon and other platforms required
- Additional experience in SEO, landing pages or other digital marketing practice areas desirable but not required
- Strong analytics skills to evaluate and present data, and make recommendations accordingly
- Exceptional client relations and customer service skills
- Ability to multitask and work in a very fast-paced, deadline-driven environment with strong attention to detail
- Extremely organized

Benefits:

This is a full-time, remote position.

Bolt PR is pleased to offer the following benefits:

- Matching 401(k)
- Employer-paid health insurance, including medical, dental and vision
- Unlimited PTO
- Short-term disability insurance
- Other perks and rewards, including Bolt Up, Bolt Exceeds, Bolt Back, WIN Time and more

To Apply:

Email digitalhr@boltpr.com with cover letter and resume. Please include "PPC Specialist" in the subject line.