

**Job Description:****Shopping Specialist****Job title:****Digital Marketing Account Manager****Team:****Genie Shopping Network (GSN)****What it's about:**

Genie Shopping has been at the forefront of Shopping Ads development since the platform was first opened to comparison shopping partners in 2017. One of our CSS sites, Crowdstorm, was one of the first whitelisted as 'Google approved' and we've been a Google CSS Partner ever since.

The objective of this role is to drive advertiser performance through excellence in Shopping Ads. Achieving performance excellence in Shopping Ads requires a mixture of the right methodology, data analysis & high quality product information through feed management and optimisation.

Reporting to:**Louis Watson - Head of Product (GSN)****What you'll do:****Responsibilities and required skills*****Google Ads management**

- Create Google Shopping campaigns
- Actively manage campaign performance working to set KPIs
- Ensure Genie best practices are in place and new developments are rolled out across all campaigns
- Audit campaigns in order to find gaps and opportunities to improve performance
- Test new Google products as they become available to us

Feed management & optimisation

- Identify feed issues and improvements in order to boost performance and maximise product coverage for all advertisers
- Provide feed audits for account management team
- Work with affiliate networks, agencies and advertisers directly to ensure the feed is of the highest possible quality

Data analysis & reporting

- Examine performance reports to uncover problems and opportunities - resolving/escalating them as required
- Build reports within Google Data Studio to better analyse performance and provide insights

Client Services

- Suggest growth areas and opportunities to advertisers/agencies
- Handle inbound performance enquiries
- Contribute to and attend calls/presentations with advertisers

**This role profile outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed which do not change the general character of the job or the level of responsibility entailed.*

Who we're looking for:

Experience needed

- Managing PPC campaigns with a proven track record of achieving KPIs
 - Up-to-date knowledge and experience in Google Shopping & Google Merchant Centre
 - Strategy setting and implementation
 - Ecommerce and understanding of the retail sector in the context of digital marketing
- All Essential

Skills needed

- Intellectual curiosity with performance numbers - eg. the ability to spot & question anomalies
 - Ability to suggest algorithmic/methodology solutions to problems that will affect large groups of advertisers
 - Excellent communications skills (internally and with advertisers) - both written and verbal
 - Timely and proactive
 - Excellent attention to detail
 - Able to work under pressure
 - Inventive, always looking to be proactive and push the boundaries to try new things
- All Essential

Personal attributes required at Genie:

Smart

- Able to recommend solutions to problems
- Able to pick up new concepts quickly

Get things done

- Able to think through and articulate future objectives
- Able to prioritise own workload
- Able to plan and schedule workload and projects over a period of time

Do what you say you're going to do

- Always able to articulate why you are working on something
- Relationship with line manager
- Listen well to constructive feedback from line manager
- Able to talk to line manager when necessary to reset priorities and schedules or when issues occur

Great attitude

- Motivated
- Respectful towards your colleagues and contacts
- Always prepared to pitch in to help the team with any kind of work
- Able to maintain a work/life balance
- Focussed at work - not easily distracted
- Demonstrate passion for what you do
- Able to address problems in a positive way
- Bring energy to the team, every day

Always look to learn

- Take responsibility for your own learning
- Proactively seek out learning opportunities
- Gear your learning towards your role, goals and ambitions
- Look to bring new ideas into Genie