

Job Title: Performance Marketing Manager Marketing Department - Godalming

With 30 years heritage and originally founded by true book enthusiasts, The Book People have always been and will always remain a brand with heart; priding ourselves on creativity, longevity and authority within the bookselling industry. We believe that every mind should be nourished, young and old. So we curate inspirational reading at incredible prices. Our mission is to inspire a lifelong love of reading by bringing great value books to our customers wherever they are.

We are currently going through exciting digital transformation, putting the customer at the forefront of our brand and credibly going from story sellers to story tellers. We operate a unique and unrivalled business model that is rapidly being taken to the next level with a strong strategy and plan in place to deliver big growth.

The role...

- Work closely with Head of Ecommerce to exceed budgeted revenue targets
- Work closely with partner agencies to set and drive the paid media strategy with a strong focus on PPC
Agree and manage spend and revenue targets with partner agency and CMO
- Define key KPIs across all paid media channels
- Track paid media specific KPIs to monitor performance and understand which initiatives drive revenue and influence customer behaviour including using Google Analytics
- Own agency management on a daily basis including optimisation of performance through a test and learn strategy
- Conduct competitor analysis and reporting, with reference to pricing, presentation and promotion
- Measure and report performance across all paid media channels giving clear actionable insights to a wide audience group
- Ensure messaging is aligned to brand guidelines
- Take ownership of relevant tools

You will have...

- At least 3 years of experience in paid media management (agency side or in house)
- At least 2 years hands on PPC experience
- Experience of managing and optimising performance to deliver ROAS improvements
- Experience of working and managing external agencies to strict KPIs
- Experience with the following is essential; Google Analytics, Google AdWords, Google Tag Manager; Google Shopping; Audience targeting
- Proven knowledge of how to setup and fix Google Feed problems
- Experience of working in an ecommerce business
- Highly numerate and able to easily interpret data for analysis
- Possess a genuine desire to help the business build its brand and achieve its ambitions
- Confident in working at a fast pace with tight deadlines



Admin:

Monday to Friday 9.00am-5.30pm (37.5 hours per week)

Competitive salary

Based in Godalming

Travel to our agencies based in Manchester will be required as necessary

Travel to our offices in Bangor and Haydock may occasionally be required

Method of application

If you would like to be an integral part of the marketing team, please submit your CV along with a covering letter to becky.waters@thebookpeople.co.uk