



**Role:** Amazon PPC Advertising Manager

**Reports to:** Head of E-commerce

**Salary:** £35k - £40k (*dependent on experience*)

**Location:** We're based in Cardiff but we will consider fully remote applicants.

Are you a results-driven Amazon PPC expert with a proven track record of success? We are seeking a dynamic and proactive Amazon PPC/Advertising Manager to join our team and take our brand visibility and sales to new heights. If you have a passion for driving business growth through strategic advertising campaigns, this role is for you!

Reporting to the Head of E-Commerce, this is a role for a PPC advertising professional with a proven track record of success. A drive for results and the highest level of commitment to your work goes without saying; we're looking for someone who can use their skills, energies, and passion to hit the ground running and make a quick impact on the e-commerce brands and business.

Brand Hatchers have seen considerable sales and profit growth over the last 3 years both domestically and further afield in Europe and the US through the Amazon channel with brands like Nurture by Nature (personal care gifting), Guitar Lab (guitar accessories gifting) and Brain Blasterz (sour candy).

As part of our team, you'll be multi-tasking, decision making, moving fast, identifying, and solving problems, evolving and being part of a fantastic team, all striving towards Brand Hatchers' BIG goals and having fun along the way.

**Key Responsibilities:**

- Be fully responsible for managing the PPC advertising of Brand Hatchers' Amazon brands in their entirety to scale our sales and improve our ROI.
- Setting and ensuring strong execution of Amazon ads strategy to maximise ACOS and any other business KPIs.
- Lead end-to-end PPC management for various Amazon accounts, including strategy, research, optimisation, and reporting.
- To include: initial keyword research, campaign creation, bid & budget changes & continual campaign optimization.
- Owning and improving the reporting & analytics of the E-commerce function.
- Working cross-functionally to ensure optimum performance of the e-commerce brands.
- Keeping up to date with the latest digital trends & Amazon advertising tools.
- Manage agencies and 3rd parties where appropriate
- Interpreting, analyzing, and reporting on data trends, and making strategic and creative recommendations based on findings.
- Holiday cover for other team members e-commerce workload

**You:**

- Able to demonstrate experience in a PPC advertising role.
- Experience running Amazon PPC campaigns would be beneficial but we will consider applicants from a Google/Microsoft PPC background too.
- Data-driven but able to think creatively.
- Proficient in Excel/Google Sheets
- Action-orientated – you've got great ideas for growing our brands and a clear vision on how to get there.
- Excellent attention to detail and communication skills, with the ability to manage and prioritise several projects with multiple deadlines at any one time.
- An inquisitive mind - you're not afraid of asking questions.
- A great team player, able to work independently and as part of a team.
- Have a can-do, positive approach, self-motivated and willing to show initiative, flexibility, and aspiration to improve working methods.

**Benefits**

- Competitive salary (dependent on experience and skillset)
- 25 holiday days (plus bank and public holidays)
- Flexible Working
- Private Healthcare
- Company Wide Volunteering Days
- Birthday Lunch
- Monthly Wellness Hour
- Company Funded Learning/Courses/CPD
- Enhanced Maternity and Paternity Pay
- Company Social's
- The opportunity to join an amazing business at its most exciting time!

**Sound like you? Then we want to hear from you!**