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| Last updated: | September 2023 Job Evaluated: 18 June 2018 |

**JOB DESCRIPTION**

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| Post title: | **Pay Per Click (PPC) Analyst** | | |
| Academic Unit/Service: | Communications and Marketing | | |
| Faculty: | Engagement and Advancement |  |  |
| Career pathway: | MSA | Level: | 3 |
| \*ERE category: | N/A | | |
| Posts responsible to: | Senior Performance Analyst (level 4) | | |
| Posts responsible for: | N/A | | |
| Post base: | Office-based (hybrid, see job hazard analysis) | | |

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| Job purpose |
| Support the Performance Analysts and Product Managers in carrying out marketing data analysis of a wide range of on and offline resources, as well as helping us to achieve our paid advertising objectives, meet or exceed campaign KPIs, deliver cost efficiencies and improve results from paid advertising channels. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | Support the implementation of the Paid Advertising strategy including the following responsibilities:   * In conjunction with the Performance Analyst and Product Managers, set up and manage our paid advertising in the following online channels including but not limited to:   + Google Ads   + Microsoft Ads * Build relationships with key third party websites and implement paid advertising where required. For example, UCAS, WhatUni . * Build relationships with key media agencies for specialist online and offline advertising eg social media, display, television, radio etc and if needed specialist channels in international markets. Ensure tracking and alignment with online activities is coordinated and measurable. * Work with and inform internal content producers to improve their content for paid advertising for campaign alignment and conversions. Includes creating or improving landing page content and user journeys through corporate and faculty pages of the University of Southampton website.   Write concise, creative, campaign and advertising aligned copy.  Work with the Marketing Operations teams and the Corporate web team to sign off copy.   * Review and suggest website updates for key landing pages to support campaign performance. * Work in conjuncture with SEO activities relating to key University campaigns, to ensure paid and organic search work together. * Work on coordinated, cross department paid advertising processes and campaigns, to deliver key elements of the paid advertising strategy. * Deliver and manage the PPC generic bidding campaign. Work in close collaboration with the SEO Officer to advise on keyword optimisation and create a pipeline from paid to SEO for chosen keywords achieving the greatest results. | 35 % |
|  | Analysis and Reporting   * Use expert knowledge to work with stakeholders to clearly define campaign objectives and success criteria and measurement. * Maintain and iterate the paid advertising framework, tracking results and creating benchmarks for future activities. * Supported by the Performance Analyst, using tools such as Google Analytics and Google Ad Manager, devise and distribute regular reports to stakeholders covering the performance of their advertising. Include commentary around improvements and best practice. * Supported by the Performance Analyst, create template analysis reports in Google Looker Studio for use by colleagues undertaking paid advertising and other campaigns, proactively providing advice and guidance on their use for results monitoring. Take a central view of all activity to ensure coordination of paid advertising activity across the University. * Assist the Performance Analyst in utilising various analytic tools, including Google Analytics, Google Tag Manager to measure marketing spend vs. ROI. | 30 % |
|  | Advice and guidance  Provide colleagues with advice and guidance to deliver paid advertising activities. Highlight activity that is underperforming and work with stakeholders to find and implement a way forward. | 10 % |
|  | Service Line inbox  To monitor the Digital User Experience Service Line inbox, responding to queries in a timely and professional manner, directing queries to the relevant colleagues within the department, and escalating issues if and when appropriate to the C&M Senior Management Team. | 10% |
|  | Industry knowledge  Keep abreast of the latest developments in paid advertising, introducing innovation and improving results often. Apply this knowledge to working practices to ensure the University’s position is continually improved. | 10 % |
|  | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| Faculty/Schools, Professional Services and Communications & Marketing staff. Internal and external parties involved in web content and development. |

| Special Requirements |
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| There is a need for the post holder to be flexible to work occasionally outside normal hours, e.g. weekends to support the University’s Open Days or Clearing.  A willingness to travel is required as it may be necessary on occasion to participate at conferences and training events |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Digital Marketing qualification (or equivalent experience – such analytics qualification).  Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.  Ability to accurately analyse and interpret quantitative and qualitative data, presenting summary information in a clear and concise format.  Ability to make effective use of standard office computer systems including word-processing and spreadsheets.  Understanding of/willingness to learn about Google Analytics, Tag Manager, Google Ads , or equivalent analytics software.  Ability to interpret data and understand its implications from a commercial perspective.  Financial administration/budget monitoring experience.  Experience of brand management in a support role  First level experience of setting up and managing paid advertising campaigns across multiple channels | Membership of relevant professional body.  RSA II word-processing (or equivalent qualification or experience)  Understanding of student marketing and the Higher Education sector  Understanding of relevant University systems and procedures and procedures, and an awareness of activities in the broader work area  Understanding of:   * HTML * HTML5 * CSS   Experience of writing high quality, concise, accurate and creative copy for the web, to engage a range of audiences  Experience of using and understanding of Content Management Systems. | Application and interview |
| Planning and organising | Ability to plan and prioritise a range of one’s own, and the team’s, standard and non-standard work activities.  Ability to work on several projects/activities at one time  Ability to respond to spontaneous requests from senior managers and re-prioritise workload  Well organised  Demonstrable experience at meeting deadlines  Accuracy and attention to detail. Thorough and meticulous both when checking and reviewing content and set up. | Experience of agile working philosophy  Experience in carrying out market research and competitor analysis | Application and interview |
| Problem solving and initiative | Ability to identify and assist to solve problems by applying judgement and initiative to tackle some situations in new ways and by developing improved work methods.  Confident at asking questions and seeking help and advice from colleagues when necessary  Analytically minded.  Self-learner with a passion for keeping abreast of the latest developments in paid advertising. | Confidence to challenge existing practices and to offer ideas for improvement. | Application and interview |
| Management and teamwork | Ability to solicit ideas and opinions to help form specific work plans.  Ability to work independently and as part of a team.  Ability to manage time appropriately to completed desired work.  Excellent people skills and a helpful and supportive attitude. | Experience in managing third party contracts/suppliers and procurement. | Application and interview |
| Communicating and influencing | Ability to deal with sensitive information in a confidential manner.  Excellent English written and verbal communication skills.  Ability to communicate effectively in oral and written format.  Excellent customer service approach | Able to make confident presentations to a range of different audiences.  Able to explain the value of a brand to an organisation | Application and interview |
| Other skills and behaviours | Attention to detail  Adaptable and flexible  Self-motivated  Creative and enthusiastic individual  Ability to demonstrate alignment with the University’s core values in all areas of work, and champion those behaviours  A passion for paid advertising. | Experience of using Google Analytics and Google Search Console or similar web analytics tool.  Some familiarity with a university environment and an understanding of the market positioning of a Russell Group university.  Experience of various software packages including, Microsoft Office suite, Macromedia Fireworks and Adobe various. | Application and interview |
| Special requirements | Ability to work flexible hours on occasion (outside of 9 to 5), including evenings and weekends as necessary.  Willingness to travel on occasion to attend training and appropriate events | Have a genuine interest in UX and performance disciplines and be keen to further the excellent reputation of the University in this area through participation in conferences, seminars and similar events.  Good level of understanding with regards to data issues and regulatory challenges including GDPR, Web Accessibility Directive (WAD)/ Web Content Accessibility Guidelines (WCAG) 2.1 and Competition Market Authority (CMA). |  |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| Yes | If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| No | If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.  Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally**  (<30% of time) | **Frequently**  (30-60% of time) | **Constantly**  (> 60% of time) |
| Outside work |  |  |  |
| Extremes of temperature (eg: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** | | | |
| ## Food handling |  |  |  |
| ## Driving university vehicles(eg: car/van/LGV/PCV) |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (eg: strimmers, hammer drill, lawnmowers) |  |  |  |
| **PHYSICAL ABILITIES** | | | |
| Load manual handling |  |  |  |
| Repetitive crouching/kneeling/stooping |  |  |  |
| Repetitive pulling/pushing |  |  |  |
| Repetitive lifting |  |  |  |
| Standing for prolonged periods |  |  |  |
| Repetitive climbing (ie: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (eg: pipetting) |  |  |  |
| Gross motor grips |  |  |  |
| Repetitive reaching below shoulder height |  |  |  |
| Repetitive reaching at shoulder height |  |  |  |
| Repetitive reaching above shoulder height |  |  |  |
| **PSYCHOSOCIAL ISSUES** | | | |
| Face to face contact with public |  |  |  |
| Lone working |  |  |  |
| ## Shift work/night work/on call duties |  |  |  |

Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability and is at the heart of everything we do. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

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| **All staff** | **Behaviour** |
| **Personal Leadership** | I take personal responsibility for my own actions and an active approach towards my development |
| I reflect on my own behaviour, actively seek feedback and adapt my behaviour accordingly |
| I show pride, passion and enthusiasm for our University community |
| I demonstrate respect and build trust with an open and honest approach |
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| **Working Together** | I work collaboratively and build productive relationships across our University and beyond |
| I actively listen to others and communicate clearly and appropriately with everyone |
| I take an inclusive approach, value the differences that people bring and encourage others to contribute and flourish |
| I proactively work through challenge and conflict, considering others’ views to achieve positive and productive outcomes |
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| **Developing Others** | I help to create an environment that engages and motivates others |
| I take time to support and enable people to be the best they can |
| I recognise and value others’ achievements, give praise and celebrate their success |
| I deliver balanced feedback to enable others to improve their contribution |
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| **Delivering Quality** | I identify opportunities and take action to be simply better |
| I plan and prioritise efficiently and effectively, taking account of people, processes and resources |
| I am accountable, for tackling issues, making difficult decisions and seeing them through to conclusion |
| I encourage creativity and innovation to deliver workable solutions |
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| **Driving Sustainability** | I consider the impact on people before taking decisions or actions that may affect them |
| I embrace, enable and embed change effectively |
| I regularly take account of external and internal factors, assessing the need to change and gaining support to move forward |
| I take time to understand our University vision and direction and communicate this to others |

Line Manager Expectations

The statements below provide additional clarity on what is expected of our line managers and supervisors.

**Managing People:** Manage and support your peoples work productivity, performance, wellbeing and development to maximise their contribution and enable personal growth.

**Managing the Student and Customer Experience:** Ensuring our students and the customer are at the centre of everything we do, always considering their needs before acting, to ensure we deliver a high quality experience every time.

**Managing Financial Decisions:** Make well informed and timely financial decisions with an understanding of the consequences and impact on the financial sustainability of the University.

**Managing Compliance:** Understand and apply the University regulations, policies, guidelines, and legal requirements to ensure continued operational compliance.

**Managing Risk:** Identify potential risks, assess probability and impact and take appropriate steps to mitigate the risk or maximise potential benefits.