

## **SEM MANAGER AT THE THOUGHTFUL AGENCY**

*Are You Our New Google Ads Champion?*

We're seeking an ambitious SEM Manager with expertise in Google Ads, Search, YouTube, Performance Max, and Display campaigns. This role involves client relationship management and direct involvement in campaigns, with a particular focus on delivering outstanding ecommerce PPC campaigns within the fashion, luxury, and lifestyle sectors. Our award winning Google team recently won best PPC Campaign, APAC at the Global Search Awards, so you will be in good company with some of the best players in the industry.

**Position:** SEM Manager / Senior SEM Manager (Google Ads - Search, Shopping, YouTube, Performance Max, Display)

**Company:** The Thoughtful Agency

**Location:** Sydney, Australia

## **ABOUT THE THOUGHTFUL AGENCY**

At The Thoughtful Agency, we're a dynamic team dedicated to revolutionising the fashion and lifestyle industry through cutting-edge digital strategies. We leverage Google to drive exceptional results for our portfolio of clients, utilising the full suite of products on offer across multiple markets to both acquire and retain customers.

## **ABOUT THE ROLE**

Key criteria:

- 4+ years' comprehensive experience managing Google Ads
- Proven ability in planning, executing, and optimising Google Search, Display, Performance Max, and YouTube campaigns.
- Strong proficiency in using Google Analytics for goal setting and conversion tracking in PPC campaigns.
- Hands-on experience with Google Merchant Centre (feed optimisation experience a big bonus!)
- Excellent communication skills to effectively convey strategic insights to clients and your colleagues.
- Ability to work within a fast paced team managing multiple priorities whilst maintaining attention to detail.
- A collaborative and 'can do' attitude with a team player mentality.
- A successful track record running B2C ecommerce Google Ads campaigns.

## **WHAT YOU WILL BE DOING**

Campaign Strategy and Planning:

- Develop comprehensive ecommerce Google Ads strategies aligned with client goals and industry best practices.
- Conduct meticulous keyword research for high-performing campaigns.
- Establish campaign structures and targeting parameters for optimal performance.
- Develop strategic media plans and channel strategies that unlock the full potential of Google Ads for your clients
- Align with other channel leads (SEO, Meta, TikTok, Pinterest, Email, Affiliate) to connect the dots and form holistic digital marketing approaches for the world's leading fashion and lifestyle brands

- Identify and proactively advocate for opportunities grounded in strategic insight to scale Google Ads performance and results, unlocking campaign types and products across the Google suite
- Champion best practice creative on Google, advocating for high quality placement specific campaign creative in campaigns

#### Campaign Implementation and Management:

- Hands on building, management of reviews and approvals and launching of Google Ads campaigns.
- Monitor campaign budgets, bids, and performance metrics and manage pacing adjustments across campaigns.
- Regularly optimise campaigns for maximum ROI by adjusting keywords, headlines, sitelinks, ad copy, creative, product feeds and everything else that makes for a high quality Google Ads campaign.
- Proactively offer recommendations for bid strategy adjustments based on performance insights and desired outcomes ensuring campaigns are closely monitored for strategic bidding optimisations.
- Collaborate directly with Google platform agency representatives.
- Approach Google with a test and learn mindset proactively establishing tests and reporting back on key performance insights and learnings for consideration in future campaign iterations.

#### Performance Analysis and Reporting:

- Analyse and report back on Google Ads campaign performance.
- Identify key insights from Merchant Centre, Google Analytics and Shopify to help inform Google optimisation opportunities and new potential experiments.
- Identify trends and optimisation opportunities, providing updates that highlight key performance insights and optimisation opportunities to your team.

- Provide updates to Marketing Managers, Marketing Directors and Business Owners highlighting channel performance and key opportunities for future business growth.

#### Client Communication and Consultation:

- Establish strong rapport with clients having them see you as the go-to Google expert.
- Provide strategic consultancy helping to shape Quarterly Google Ads Channel Plans for brands.
- Educate clients around the potential of Google Ads and how they can get the most out of the channel.
- Keep abreast of industry trends and PPC platform updates, adapting strategies accordingly and providing consultancy around how to navigate key industry updates.

#### Collaboration with Cross-functional Teams:

- Work closely with Account Managers and other channel leads across organic and paid to align Google Ads campaign efforts.
- Ensure consistency across various marketing channels with timing, messaging and segmentation.
- Champion Google Ads as a channel advocating for best practice and highlighting key growth opportunities.

#### Team Leadership and Training:

- Manage other team members working across Google providing a constructive learning environment for them to continue to grow and develop their skill set on the platform
- Hold internal coaching sessions with the Google and wider teams in the agency helping all stakeholder to develop knowledge across the platform

- Celebrate wins and achievements with the team
- Help to ensure that the team working with you are upskilled and certified across Google Ads so that they can provide the best possible support to you across your campaigns

## **WHY WORK WITH US?**

### **Drive Growth For Famous Brands**

Thoughtful is a performance agency that works with e-commerce brands in the fashion, apparel and lifestyle space. But what sets us apart is our approach to growth strategy. We take the time to really get to know our clients: from the challenges they face now to where they want to be in the future. From there, we use the latest data, trends and tactics to implement a holistic marketing plan. The outcome? Standout results. And bang for our client's buck.

### **A Culture Where People Thrive**

We promote from within, and foster everyday opportunities to mentor our people. So they can take the next step in their career – with us. We also adopt a mindful approach to our work so you can expect:

- Mind performance and public speaking coaches
- Customised career development plans
- In-house training from industry leaders
- Performance incentives for exceptional work

## **Team and Culture**

At Thoughtful we encourage a healthy work-life balance and offer lots of perks and rewards, including:

- Thoughtful acts of kindness (we regularly treat our staff to goodies from our favourite clients across the fashion and lifestyle industry)
- Annual employee of the year awards (with a trip to Byron Bay for the winner)
- Flexible working options and 4pm finishes on Fridays
- Free Mecca coffee all day
- Regular social events
- Referral bonuses