# WORK VAPOR

Job Link: https://workvapor.in/jobs/id-02547436-senior-social-media-executive-job-in-gautam-budh-nagar-up-precessional-group/

# SENIOR GOOGLE ADWORDS EXECUTIVE/SENIOR SOCIAL MEDIA EXECUTIVE

### HIRING ORGANIZATION

**Precessional Group**

### EMPLOYMENT TYPE

**Full-time**

### JOB LOCATION

Gautam Budh Nagar, NIL, Gautam Budh Nagar, Uttar Pradesh, India

### BASE SALARY

**INR 21,000 - INR 36,000**

### DESCRIPTION

**Contact Number: 8076271590**

Our client is an Australian company, a leader in their industry, seeking an experienced and highly skilled Senior Google AdWords and Social Media Advertising Executive to join their team remotely from India.

## Skills:

- Google Analytics
- Google AdWords
- Facebook Advertising

## Education:

- Master's degree
- Bachelor's degree

## Job details

## Job type

- Full-time

- Permanent

## Shift and schedule

- Morning shift
- Day shift
- Monday to Friday

**Benefits:**
Pulled from the full job description

- Flexible schedule
- Work from home

**THE ROLE:**

The ideal candidate will have a proven track record in managing Google AdWords campaigns and social media advertising, particularly on Facebook. Knowledge of SEO is a plus. You will be responsible for developing and implementing effective advertising strategies to drive traffic, engagement, and conversions for their business.

**Role & responsibilities:-**

- Develop, implement, and optimise Google AdWords campaigns to achieve business goals.
- Conduct keyword research, write compelling ad copy, and set up targeted ad groups.
- Monitor and analyse campaign performance, making data-driven decisions to improve ROI.
- Manage budget allocation and bid strategies to maximise campaign effectiveness.
- Create and manage social media advertising campaigns on platforms including Facebook, Instagram, and LinkedIn.
- Develop creative and engaging ad content tailored to different audience segments.
- Utilise A/B testing to refine ad strategies and improve performance.
- Monitor and report on campaign performance, providing insights and recommendations for improvement.
- Assist with SEO strategies to enhance organic search visibility and website traffic.
- Collaborate with the content team to ensure SEO best practices are followed.
- Develop comprehensive advertising strategies that align with overall business goals.
- Utilise analytics tools to track and measure campaign success.
- Prepare regular reports on key metrics and present findings to stakeholders.
- Work closely with the marketing team to ensure cohesive and integrated marketing efforts.
- Communicate effectively with internal and external stakeholders to align on campaign objectives and deliverables.

**Preferred candidate profile:**

- Bachelors degree in Marketing, Advertising, or a related field.
- Minimum of 5-8 years of experience in Google AdWords and social media advertising.

- Strong knowledge of Google AdWords, Facebook Ads, and other social media advertising platforms.
- Experience with SEO is a strong advantage.
- Proven ability to create, manage, and optimise ad campaigns to achieve desired outcomes.
- Strong analytical skills and ability to interpret data to make informed decisions.
- Excellent written and verbal communication skills.
- Creative mindset with the ability to develop compelling ad content.
- Ability to work independently and as part of a team in a fast-paced environment.

**What We Offer:**

- Competitive salary and benefits package.
- Opportunity to work with two exciting and diverse businesses.
- Supportive and collaborative work environment.
- Professional development and growth opportunities.
- Flexible working hours and the convenience of working from home.

Kindly apply or send your CV with Covering Letter addressing the role and Why you believe you should get the job? to hr@precessionalgroup.com

**NOTE:** Any CVs sent without a covering letter will be discarded.

-Contact Person: Asif Khan

–**Contact Number: 8076271590**

**Call me only in between 10 am to 6 pm**

*** Do not call me in between 2 pm to 3 pm ***

*** Do not call me on Saturday & Sunday as well ***

Salary: As per company norms.

Experience: 5+ years.

Education: Any graduate/ Post graduate

**Note:- This is a very urgent requirement, So do not miss the opportunity.**

**Thanks & Regards,**

**Asif Khan**

**HR department**

**Precessional Group**

Job Types: Full-time, Permanent

Benefits:

- Work from home

Schedule:

- Day shift
- Monday to Friday
- Morning shift

Work Location: In person