

CMC374 – Global PPC Manager

Department: Group Marketing
Reporting to: Head of Growth

Since launching in 1989, CMC Markets has become one of the world's leading online CFD and financial spread betting providers, with nearly 66.8 million trades executed annually across Europe, Asia Pacific and North America.

CMC Markets' success is founded on its ability to deliver a wide range of trading products to customers, from single equities to indices, currencies and commodities. This means our clients don't need to go to a forex broker, futures broker or a commodities broker to trade these different instruments, they can trade them all through one trading platform. CMC Markets has pioneered the development of online trading in markets around the world to become a world leading spread betting and CFD provider.

ROLE AND RESPONSIBILITIES

Role summary:

We are looking for someone with a passion for PPC/SEM who is interested in financial markets to join our dynamic Marketing team. This is a fantastic opportunity for someone with a great work ethos to join a fast-paced environment and drive growth in our PPC channel performance.

Listed on the London Stock Exchange, CMC Markets provides spread bet and CFD trading to over ~80,000 customers worldwide, is voted as the no.1 for provider for customer service, executing over 60 million trades annually on our award-winning Next Generation platform and native mobile trading apps.

The Global PPC Manager will spearhead all aspects of strategy and execution of paid search media campaigns, including initial planning, implementation, monitoring, optimisation, analysis and reporting.

Responsibilities:

- Manage large paid media budget and all paid search campaigns globally;
- Analyse performance data and provide intelligent synthesis, interpretation and appropriate action plans based on conclusions;
- Communicate with stakeholders on all elements of the campaign, including performance reporting, progress updates and optimisation activities;
- Develop online media strategies to optimise the competitive position of paid media and participate in the effective management of the business plan and surrounding forecasting;
- Develop search media plans (research, submitting request for proposals "RFPs" to search engines) and building effective relationships with all vendors;
- Work with marketing and product stakeholders on paid user acquisition online marketing programs for CMC's mobile app from strategy to execution;
- Maintain personal/professional development to meet the changing demands of the role, including all relevant regulatory and legislative training;

- When dealing with all customers, clients or colleagues ensure that we provide a clear, fair and consistent high quality service that presents a professional and positive image of CMC Markets;
- Take all reasonable steps to ensure appropriate confidentiality;
- Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this role.

KEY SKILLS AND EXPERIENCE

- Completed BS degree preferably in mathematics, economics, engineering, analytics;
- Extensive experience in search engine marketing managing large search budgets;
- Proven track record of channel ownership and driving growth in channel performance;
- Demonstrable experience in managing all aspects of search marketing including regular reporting, collaborative strategic planning and performance management;
- Google Adwords certified;
- Strong analytical and Excel skills;
- A strong disposition for data-driven decision making;
- A team-oriented mind-set and the ability to work with a wide range of individuals;
- A passion for learning and testing new marketing best practices.

CMC Markets is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.

KEY OBJECTIVES/KPIS

- As per performance review.

COMPETENCIES

- Managing customer service standards and performance
- Developing people and teams
- Leadership
- Decision making
- Business acumen
- Resilience and drive
- Communication and stakeholder management

Job holder name: _____

Date: _____

Signed: _____