GOOGLE
AD MANAGER

Job Ref. No: #JDMPR1216

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Google Ad Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Marketing Writing Department
- **Work Model** : Remote
- **Salary** : 15000 إ.د - 7000 إ.د

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently looking for a skilled professional in **Google Ads** to assist us in making informed business decisions based on our marketing data. We are seeking an individual who possesses a solid understanding of Google Ads and **Google Analytics**. As a digital publisher, Google Ad Manager is an essential tool for us, and we need a specialist who can help us effectively utilize the platform to monetize our digital content.

Your primary responsibility will involve managing our company's **Google Ad accounts** as well as those of our clients. You will analyze the results to identify patterns and trends that can enhance the efficiency and usability of our products and services. Additionally, we expect you to optimize our Google Ads accounts to maximize our return on investment.

Primary Responsibilities

- Manage all aspects of Google Ad campaigns
- Create and optimize ad campaigns and paid search landing pages
- Analyze and optimize ad campaigns to increase return on investment (ROI)
- Use Google Ads to drive a variety of online marketing campaigns
- Analyze and optimize pay-per-click (PPC) campaigns to increase ROI
- Manage and optimize display campaigns across multiple devices
- Develop PPC strategies to increase online visibility
- Collaborate with a team of marketers, Google Ads specialists, and engineers
- Job Qualifications and Skill Sets

Required Skills

- **Technical expertise:** A Google Ad Manager specialist must have a strong understanding of digital advertising and the technical skills required to effectively use the platform. This includes experience with ad trafficking, reporting, and analytics.
- **Marketing knowledge:** The specialist must also have a good understanding of digital marketing and advertising concepts, such as audience targeting, bidding strategies, and ad formats.
- **Project management**: The role involves managing multiple campaigns and tasks simultaneously, so strong project management skills are important.
- Communication and interpersonal skills: The specialist must be able to communicate effectively with clients and stakeholders, both verbally and in writing.
- **Attention to detail:** The specialist must be detail-oriented and able to manage multiple tasks simultaneously, ensuring that all campaigns are running smoothly and meeting their goals.

The role of a Google Ad Manager specialist is a critical one for digital publishers. By effectively utilizing the platform, publishers can monetize their content and reach their audience effectively. The role requires a combination of technical

expertise, marketing knowledge, project management skills, communication skills, and attention to detail.

Qualifications & Experience

- A degree in digital marketing or a related business field.
- In-depth knowledge of Google Ads, Microsoft Advertising (formerly Bing Ads), and Google Analytics.
- An understanding of search engine optimization (SEO) and search engine marketing (SEM) strategies.
- Google Ads certification, demonstrating proficiency in managing and optimizing ad campaigns.
- Competency in using Word, Excel, and PowerPoint to produce comprehensive reports and presentations for clients.
- A bachelor's degree in a relevant field or equivalent practical experience.
- Strong analytical and problem-solving skills to analyze campaign data and optimize performance.
- Knowledge and understanding of online advertising platforms and industry trends to stay updated with the latest developments.
- Proficiency in using Google Ad Manager or similar ad serving platforms to effectively manage and optimize ad campaigns.
- Excellent communication and teamwork skills to collaborate with clients, stakeholders, and cross-functional teams.
- Ability to manage multiple projects simultaneously and prioritize tasks effectively to meet deadlines and objectives.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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