

PPC Specialist – Paid Search AM/SAM

About the7stars

the7stars is unlike any other agency. The distinction started the day we launched in 2005 when we named ourselves after a pub, but more importantly when we made a promise that we were going to do things differently.

And this commitment has stuck with us. It guides how we work, how we think and how we treat one another and can be expressed in a single word.

Freedom.

Our Freedom philosophy lives across our entire business from people, product and planning. It means we plan & buy media how we want, develop careers how we want, take holiday when we need it, invent tools when we need them, give people a platform to speak up, question and express themselves freely - but more importantly it has allowed us to create an amazing place to work.

We have a unique working environment and open structure which encourages personal development through client contact, teamwork, training, exposure to all media and internal teams – and a “sky’s the limit” approach to your growth within the agency.

In 2024 we achieved our 13th year in a row as a Sunday Times Best Places to Work and in 2023 were awarded Campaign’s number one media agency to work for accolade for the second year running.

the7stars is 300 passionate media people that are able to focus purely on creating great work for our clients.

If thinking freely and with integrity is your bag, then the7stars is an agency you should meet.

Role Overview:

As a Paid Search Account Manager, you’ll own the day-to-day delivery of best-in-class paid search campaigns, bringing advanced PPC and e-commerce expertise to every stage – from brief through activation to performance analysis. Working closely with a Paid Search Account Director and the wider team, you’ll independently develop smart, data-driven strategies that exceed client expectations and drive search maturity.

You’ll build strong relationships with clients and partners, confidently offering informed POVs beyond your immediate remit while delivering against ambitious performance targets.



Key Responsibilities:

Client Servicing & Engagement

- Act as the main point of contact for assigned clients, building strong relationships and responding promptly to both planned and ad-hoc needs.
- Independently manage day-to-day account delivery, drawing on wider team expertise where appropriate and mentoring junior team members.
- Support the development and delivery of PPC roadmaps, with a clear focus on Search Maturity.
- Present performance analysis, updates, and strategic recommendations with confidence, demonstrating strong industry and competitive insight.
- Identify opportunities to add value through specialist paid search expertise.
- Maintain a high level of attention to detail, ensuring accurate, error-free documentation.

Campaign Leadership

- Develop and deliver effective media plans aligned to client objectives, budgets, audiences, and platforms.
- Activate and optimise campaigns using advanced paid search features, tools, and third-party partners to maximise performance and ROAS.
- Monitor and optimise campaign performance against agreed targets, producing accurate reporting to inform decision-making.
- Identify and leverage new opportunities, including platform updates and betas.
- Design and run tests with clear objectives, robust measurement, and documented learnings.
- Use agency reporting solutions to create clear, customised reports aligned to client and agency standards.
- Demonstrate an understanding of paid search within the broader digital strategy, selecting relevant KPIs and measurement approaches to drive business outcomes.

Strategy & Collaboration

- Build strong relationships with media partners and stay close to industry trends and emerging opportunities.
- Collaborate with client teams and specialists to deliver integrated campaigns.
- Support team delivery by managing workload effectively and delegating where appropriate.
- Share knowledge on PPC best practices, emerging technologies, and industry developments.
- Contribute to wider agency initiatives, including search excellence, digital maturity, process improvement, and training, supporting continuous learning and industry recognition.



Requirements

Essential

- Evidence of delivering exceptional performance through solid analysis, bespoke recommendations and first-class execution
- Experience using Google Ads and Microsoft Advertising, namely of campaign types such as Search, Shopping, Performance Max and Demand Gen. SA360 experience would be preferred, including understanding of automated bidding strategies and other advanced features.
- Deep understanding of Paid Search best practices with the ability to think innovatively
- A basic understanding of measurement, analytics and attribution within Google Ads, GA4 and SA360
- Passion for delivering innovation and award-winning work through implementational planning and buying
- Proven ability to work collaboratively within a team, support team members, and contribute to a positive and inclusive work environment
- Self-motivated and proactive with the ability to take ownership of tasks and drive them to completion
- Exceptional attention to detail

Desirable

- Experience on retail media platforms such as Criteo and CitrusAd
- Experience using Meta, TikTok and other social platforms for campaign set up and management
- Basic understanding of measurement, analytics and attribution within GA4 and CM360
- Proficient in Smartly

Benefits

- Uncounted holiday
- Discretionary performance related summer profit share & Christmas bonus
- Flexible & hybrid working (4 days per week in the office)
- Personalised training plan & access to coaching
- Wellbeing days
- Flexible pension plan through Royal London (8% employer contribution under £35k)
- Optional private medical insurance (Vitality) & cash back plan (Medicash)
- Employee Assistance Programme
- Work from anywhere up to 2 weeks each year
- Paid for gym membership with a choice of 5 gyms
- Enhanced family friendly policies
- Personal finance advice & support
- Life Assurance & Critical Illness cover
- Profit share scheme (after 3 years' service)
- Electric Vehicle scheme



- Nursery Partnership
- Tech & Cycle to Work scheme
- Season ticket loans & expensed Railcard
- New Business Bonus eligible in your first years as a the7stars employee

the7stars is committed to creating a diverse environment, where employees feel empowered to share different ideas, perspectives and experiences in a collaborative and creative work environment. Equality and inclusion are at the heart of our culture. All qualified applicants will receive consideration for employment without regard to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation.

Ready to take the leap?

Email a copy of your CV, your salary expectations and your potential start date to 7stars@journeyhr.com

Feel free to reach out to us with any questions about life at the7stars or to share any requested adjustments for the recruitment process.

