The Lego Group PPC Specialist (Paid Search)

London, England, United Kingdom

- Full-time · Entry level

About the job

Job Description

We're on a journey to further elevate our in-house marketing capabilities and build up the LEGO Brand's own ecosystem, with a sharp focus on e-commerce and audience-first brand-building experiences. We've recently launched a search of our own, for two talented and passionate PPC Specialists to come and join our global team in London!

Bring your search marketing expertise to help craft the future of LEGO.com by driving campaigns and testing new opportunities for our global Performance & Marketing team!

Core Responsibilities

- Uncover optimisation opportunities at every stage in the search marketing funnel, keeping an integrated view on SEM with organic search input from our team's SEO leads.
- With the channel lead work to identify and develop new performance driving opportunities for search across global markets
- Collaborate closely with external media partners eg Google, Bing or Adobe to ensure campaigns are activated efficiently and to industry best practice
- Work with the channel lead to develop & implement YouTube best practice within google ads across the marketing funnel.
- Manage day to day running of the PPC campaigns in Google & Bing, using Bid management tools to deliver results and report on these findings to stakeholders

Do you have what it takes?

- A good level of paid search marketing experience

- A digital marketing qualification or certification
- Paid search knowledge including account and keyword strategies, remarketing, key performance indicators, script development or account automation tools, and related products.
- Hands-on operational experience of search technology platforms, eg. Google and Bing ads
- Good knowledge of analytics, with experience of crafting audience segments, pushing these to execution, campaign optimisation, and evaluation. ie. Adobe Analytics or Google Analytics
- Experience working agency side or with a brand on search marketing, focusing on important metrics including profitability and sales growth.
- Strong budgeting skills, with a skill for categorising spends across key campaign activities and planned outcomes.

Play your part in our team succeeding

Working within our branded ecosystem, this role is strongly tied to digital performance metrics that support not only the online business, but the wider LEGO Group.

Furthermore, with LEGO.com's unique position as a brand lighthouse, this role will focus on building brand engagement, and ultimately finding innovative ways to deliver incremental visitors and shoppers into the LEGO world.

What's in it for you?

Here Are Some Of What To Expect

- Family Care Leave – We offer enhanced paid leave options for those important times.
- Insurances – All colleagues are covered by our life and disability insurance which provides protection and peace of mind.
- Wellness – We want you to be your best self, so you'll have access to the Headspace App and lots of wellbeing initiatives and programmes run by local teams where you are based.
- Colleague Discount – We know you'll love to build so from day 1 you will qualify for our generous colleague discount.
- Bonus – We do our best work to succeed together. When goals are reached and if eligible, you'll be rewarded through our bonus scheme.
- Your workplace – When you join the team you'll be assigned a primary workplace location i.e. one of our Offices, stores or factories. The hiring team

will discuss the principles of our hybrid work model 'Best of Both', role eligibility and frequency with you during the recruitment process.

Children are our role models. Their curiosity, creativity and imagination inspire everything we do. We strive to create a diverse, dynamic and inclusive culture of play at the LEGO Group, where everyone feels safe, valued and they belong.

The LEGO Group is proud to be an equal opportunity employer. We are committed to equal employment opportunity and equal pay regardless of e.g. race, colour, religion, sex, national origin, sexual orientation, disability or gender identity.

The LEGO Group is fully committed to Children's Rights and Child Wellbeing across the globe. Candidates offered positions with high engagement with children are required to take part in Child Safeguarding Background Screening, as a condition of the offer.

Thank you for sharing our global commitment to Children's Rights.

Just imagine building your dream career.

Then make it real.

Join the LEGO® team today.