

## Digital Marketing (PPC/SEO) Executive

### About Us:

Windowmaker Software Limited is a highly esteemed software company in the window and door industry. With over 40 years of experience, we have built a reputation for crafting innovative, industry-leading solutions trusted by customers worldwide. Our expertise and commitment to excellence have established us as a trusted name in the industry.

### Job Overview:

We are looking for a motivated and detail-oriented **Digital Marketing (PPC/SEO) Executive** to join our marketing team. In this role, you will be responsible for managing and optimising our paid search campaigns, improving organic search visibility, and driving high-quality traffic to our website. You'll collaborate closely with the wider marketing team to support business growth through effective digital marketing strategies.

### Key Responsibilities:

- **PPC Management:**
  - Plan, execute, and optimise **Google Ads** and other paid search campaigns.
  - Monitor performance metrics like CTR, CPC, CPA, and conversion rates to maximise ROI.
  - Conduct keyword research and use data-driven insights to refine campaigns.
  - Create compelling ad copy and landing pages to improve campaign performance.
  - Manage budgets for PPC campaigns and track spend against goals.
- **SEO:**
  - Implement on-page and off-page SEO strategies to improve organic rankings.
  - Perform keyword research and optimise website content for relevant keywords.
  - Monitor SEO performance through tools like **Google Analytics, Google Search Console**, and other SEO platforms.
  - Work with content creators to ensure SEO best practices are followed.
  - Build and manage link-building strategies to increase website authority.
- **Performance Analysis:**
  - Regularly review campaign performance and report insights to the marketing team.
  - Use data to identify trends, opportunities, and areas for improvement.
  - Conduct A/B testing on ads and landing pages to improve click-through and conversion rates.
- **Collaboration:**
  - Work closely with other team members to align PPC and SEO strategies with broader marketing goals.
  - Collaborate with content, design, and development teams to optimise landing pages and improve user experience.

#### Requirements:

- Ability to manage the marketing team.
- Proven experience in **Google Ads** and managing SEO strategies.
- Strong understanding of digital marketing tools, including **Google Analytics, Google Search Console**, and SEO platforms like **SEMrush, Ahrefs, or Moz**.
- Ability to analyse data and provide actionable insights.
- Strong copywriting skills, particularly for ad copy and meta descriptions.
- Familiarity with HTML, CSS, and CMS platforms (WordPress, etc.)
- Excellent communication skills and ability to work collaboratively within a team.

#### Desirable Skills:

- Experience with social media ads (Facebook, Instagram, LinkedIn) is a plus.
- Google Ads and Google Analytics certifications are an advantage.
- Ability to manage multiple campaigns and projects at the same time.
- Previous experience in a B2B marketing role

#### Qualifications:

- Bachelor's degree in Marketing, IT, Communications, or a related field.

#### Benefits

- Health Insurance
- 5-Day Working Week (Monday to Friday)
- 7 Paid Sick Leaves per calendar year
- 7 Paid Casual Leaves per calendar year
- 18 Annual Leaves
- Professional development opportunities
- Flexible working hours
- Performance-based bonuses
- Employee wellness programs
- Welcoming and friendly office culture
- Frequent festivities and office parties

#### Join Our Team

If you possess a passion for digital marketing, demonstrate the required skills, and are eager to contribute to a dynamic team, we encourage you to apply for the role at Windowmaker Software. Be part of a company committed to innovation and excellence. Apply now on [hr@windowmaker.com](mailto:hr@windowmaker.com) and embark on a fulfilling career journey with us!

**Note:** Only shortlisted candidates will be contacted for further evaluation.