

Job Title: Senior PPC Executive

Location: Hybrid (Manchester, UK based, with remote flexibility)

Salary: Competitive, based on experience

Contract: Full-time, Permanent

Reports to: Head of Marketing

About Positive Planet

Positive Planet is a leading sustainability consultancy helping businesses measure, manage and communicate their impact. We work with organisations of all sizes to develop practical, tailored strategies that drive real environmental and social progress. We're a purpose-driven, collaborative team on a mission to make sustainability accessible and actionable for all businesses.

The Role

We're looking for a highly experienced **Senior PPC Executive** to join our team and take full ownership of our paid media strategy. As our in-house PPC expert, you'll lead on planning, executing and optimising campaigns across Google Ads, Microsoft Ads and social platforms to drive high-quality leads and support our growth ambitions.

You'll work closely with the Head of Marketing and wider team, but this is a **hands-on, specialist role** where your strategic thinking and deep PPC expertise will directly shape our performance and pipeline.

Key Responsibilities

- Own and manage all paid search and paid social campaigns from strategic design and implementation through to reporting and optimisation
- Develop and execute a data-driven Paid Search and Paid Media strategy aligned with lead generation targets across a range of products and services

- Build campaigns across Google Ads, Microsoft Ads, and LinkedIn platforms
 - Continuously optimise campaigns to improve CPA, ROAS, and conversion rates (supported by our chosen CRO agency)
 - Conduct thorough keyword research and competitor analysis, Set up tracking, reporting and attribution using GA4, Tag Manager, and Hubspot (CRM integration)
 - Provide regular insights and performance reports to internal stakeholders, Identify new PPC opportunities and emerging platform trends, Support budget forecasting and ROI planning, Collaborate with the content & design teams and CRO agency to develop high-performing ad creative and landing pages
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About You

- 5+ years' experience in a hands-on PPC role, ideally in B2B or lead generation environments
 - Proven track record of delivering results and managing PPC budgets
 - Expert in Google Ads and Microsoft Ads
 - Proficient in GA4, Google Tag Manager and conversion tracking setup
 - Strong analytical mindset and confident using data to make decisions
 - Comfortable being the sole PPC lead – owning strategy, setup and execution
 - Self-starter who can manage multiple campaigns and priorities independently
 - Passion for sustainability and a desire to make a positive impact
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What We Offer

- A mission-driven organisation where your work contributes to real-world impact
- Autonomy and ownership over your specialist area
- Flexible hybrid working environment
- 25 days annual leave + bank holidays

- Opportunity to grow with a scaling business and shape our paid marketing strategy from the ground up
 - A supportive and collaborative team culture
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How to Apply

Please send your CV and a short cover letter outlining your PPC experience and why you're a great fit for Positive Planet to melissa@positiveplanet.uk with the subject line 'Application for Senior PPC Executive'.