

Paid Search Specialist

Location:
Aarhus

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Deadline:

Are you our new Paid Search Specialist?

WHITEAWAY GROUP

Are you excited by optimizing paid search campaigns and delivering measurable business results? We're looking for a Paid Search Specialist who understands the connection between marketing performance and commercial success. Join a team where your expertise will directly contribute to our growth across Scandinavia.

Whiteaway Group started with a simple idea, a commitment to our customers, and with a passion for digital innovation. Today, we're a successful retailer, selling and delivering household appliances across Scandinavia. We're change-makers at heart – it's the very core of everything we do.

As our new Paid Search Specialist, you'll join team media with 9 dedicated and passionate colleagues working as in-house specialists within paid search, paid social, programmatic buying, organic search, email, broadcast and media planning. In close collaboration with the rest of Group Marketing, we strive to deliver consumer relevant content at the right channels to maximise sales effect and grow our brands.

As our Paid Search Specialist, you will own the strategy and execution of all Google Ads initiatives. You will focus on maximizing ROAS, managing budgets effectively, and partnering closely with our marketing and sales teams to deliver valuable insights and align campaigns with revenue objectives.

You will continually test, optimize, and report on performance, ensuring our investments in Google Ads support broader sales and business targets.

Here's what you'll be doing:

- Setting the strategic direction and fully owning both the strategy and execution of our Google Ads initiatives in close collaboration with the other Paid Search Specialist in the team.
- Managing and optimizing paid search campaigns and budgets to consistently meet performance goals and maximize return on ad spend (ROAS).
- Collaborating closely with our marketing and sales teams to provide actionable insights and ensure campaign alignment with overall business objectives.
- Testing, optimizing, and reporting on performance to ensure our Google Ads activities fully support our business priorities.

What we're looking for:

- A passion for performance marketing and paid search.
- Experience with Google Ads, including Search and Shopping.
- Strong analytical skills and a data-driven mindset.
- Experience with tools like Google Analytics and Data Feed Watch.
- A proactive attitude and the ability to work independently and collaboratively.
- A commercial mindset with the ability to see the full picture and decompose it into specific insights. Ecommerce experience is a big plus.
- Good verbal and written English skills enabling you to communicate effortlessly across the organization.

We like to think we have quite an amazing workplace, including:

- A dynamic and international environment with room for you to be you,
- Lots of opportunities for your own professional development and for you to make an impact,
- A flat, informal organisation with a high degree of independence and short decision-making processes,
- Attractive settings for the job, to mention some: flexible work hours, health care, lunch scheme, Friday breakfast, gym, and great social events.

Inclusivity at Whiteaway Group

We're committed to creating an inclusive environment for all employees. We welcome applicants from all backgrounds, beliefs, and identities. If you require specific accommodations during the hiring process or within our workplace, please let us know so we can ensure your application process is as accessible as possible.

Interested? Here's how to apply:

We'll screen and interview on an ongoing basis – so please don't hesitate to apply. Please note that applications are only accepted via the apply button.