

Digital Advertising Manager (PPC) – Jakarta, Indonesia

mClinica is a fast-growing impact-driven healthcare technology company, focused on advancing healthcare for hundreds of millions of people across Asia. We deliver Healthcare Market Access and Analytics services to Pharmaceutical Companies, NGOs and Public-Sector Institutions across 6 countries in Southeast Asia.

At mClinica, people who take initiative and ownership are rewarded with significant responsibility and opportunity to directly impact the business globally. We are now looking for a **Digital Advertising Manager (PPC)** to support and manage our digital advertising platforms for a variety of products.

Your Role:

- Manage, review, and perform daily account responsibilities associated with Google AdWords, Facebook Ads Manager, LinkedIn Ads and other digital advertising platforms for a variety of products.
- Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Manage the creation of large keyword lists.
- Provide creative copy suggestions and graphical ad templates.
- Manage Display network placement lists on AdWords and through other contextual advertising platforms.
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with team goals.
- Provide oversight and manage new paid search campaigns, ad groups, and accounts and aid in the creation of paid search marketing initiatives.
- Provide oversight, manage, and be able to generate weekly and monthly reporting for all major metrics, goals tracking, revenue tracking, and other paid digital advertising initiatives.
- Keep pace with search engine, social media advertising and PPC industry trends and developments.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance team goals.
- Monitor and evaluate search results and search performance across the major search channels.
- Communication to team and management on project development, timelines, and results.

Your Qualification:

- At least 2 years experience in Search Engine Marketing (SEM), Social Media Advertising and Paid Search (PPC).
- Proficiency in MS Excel, PowerPoint, and Word.
- Familiarity with analytics tools, i.e: Branch, Google Analytics, Google Tag Manager (GTM), Amplitude
- Experience working with popular PPC ad platforms (Google AdWords) and Social Media ad platforms (Facebook).
- Proficiency in managing moderate to large scale PPC and social accounts in a variety of different business verticals.
- AdWords and Facebook Ad certification a strong plus.
- Passion for Search, social media and internet marketing.
- Outstanding ability to analyse data to identify patterns and think creatively to identify and resolve problems.
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere.

- Ability to clearly and effectively articulate thoughts and points.
- Ability to learn new industries and new business types quickly and can apply this knowledge to internet marketing initiatives and achieve team goals
- High levels of integrity, autonomy, and self-motivation.
- Excellent analytical, organisational, project management and time management skills.

What You Can Expect from Us:

- **Significant career growth opportunities** in a fast-growing business
- **Competitive compensation** package
- Opportunities for **international travel**.
- **Challenging and diverse assignments**
- **Fun & casual working environment** in an international team.

Apply

If you are interested in this position and would like to become part of the mClinica team, please send your resume to careers@mclinica.com (Subject: Digital Advertising Manager - PPC).