

# Google Ads Specialist

JSLmedia is looking for a results-driven Google Ads Specialist to create, manage and optimise paid search campaigns across a diverse portfolio of small to medium-sized businesses. This is not a set-and-forget role. We're looking for someone who understands performance, cost efficiency and conversion strategy, and who can clearly communicate results to clients.

## What you'll be doing

- Managing Google Ads campaigns across Search, Display and Performance Max
- Conducting keyword research and competitor analysis
- Writing high-performing ad copy
- Optimising campaigns for ROI, lead generation and sales
- Managing budgets effectively and improving cost-per-conversion
- Preparing clear, commercially focused performance reports
- Communicating directly with clients regarding strategy and results

## What we're looking for

- 2+ years hands-on Google Ads experience
- Proven ability to generate measurable results
- Strong understanding of conversion tracking and GA4
- Experience with keyword planning, bidding strategies and optimisation
- Ability to analyse data and make confident recommendations
- Clear communication skills, both written and verbal

Bonus if you have:

- Experience with Google Tag Manager
- Landing page optimisation knowledge
- Experience managing eCommerce campaigns

This role suits someone who enjoys accountability, owns performance outcomes and wants to be part of a growing agency environment where results matter. You must be able to work with internal teams and keep up to date with the latest Google Ads updates.

If you're confident in your ability to drive measurable growth through paid search, we'd love to hear from you.