



**As of November 2021, Pearson Clinical is looking for an,**

## **Analytics and PPC Specialist for the EMEA digital marketing team**

Full time (5 days p/w, 37.5 hours, 4 days p/w, 32 hours is negotiable)

Would you like to work for the world's learning company with more than 22,500 employees operating in 70 countries? We combine world-class educational content and assessment, powered by services and technology, to enable more effective teaching and personalized learning at scale.

### **About Pearson Clinical Assessment**

We're the global leader in clinical assessment. Since 1921, we've been developing & globally distributing psychological testing materials for use in assessing intelligence, memory, neurocognitive functioning, academic achievement, personality, learning and developmental delay, speech and motor disabilities, and many more.

We are bold thinkers and standout innovators who motivate each other to explore new frontiers in an environment that supports and inspires us to always be better. By pushing the boundaries of technology — and each other to surpass these boundaries — we create seeds of learning that become the catalyst for the world's innovations, personal and global, large and small.

We believe in the power of difference. Harnessing the unique skills, perspectives, and backgrounds of every employee helps us foster innovation and create the most effective solutions for learners around the world. That's why we're committed to ensuring that diversity and inclusion are embedded into everything we do. We foster a work environment that's inclusive and diverse — and where our people can be themselves — so we can reflect the customers and learners we serve.

We are a Disability Confident committed employer and were recognised in the Best Employers for Diversity 2019 awards. We are featured on The Forbes list of Best D&I Employers and are a Working Mums Top Employer and Age Positive employer. Pearson is listed on both the London and New York Stock Exchanges. **We are proud to offer an exceptional and supportive environment to develop your professional career!**

### **What will you do?**

Reporting to the Online Marketing Manager EMEA in a team of 4 digital marketing specialists, you will support central and local campaigns in 9 countries in Europe. This includes reporting data (making data accessible) and analyzing data (turning data into actionable insights). For PPC and Social, you will support build and execution of all PPC and Paid Social initiatives including bidding strategy optimization, keyword analysis and budget optimization. In addition, you will manage the European e-comm and campaigns dashboards.

In summary, you will be responsible for:

- Marketing analytics dashboard building and reporting
- Management and optimisation of GTM accounts and appropriate web tracking
- Management and upkeep of Google Bigquery
- Supporting campaign analysis and optimisation
- Manage all Google Analytics 360 accounts, Google Ads, Bing and Paid Ad accounts (FB Manager, LinkedIn Ads, Twitter Ads)
- Support build and execution of all PPC and Paid Social initiatives inc bidding strategy optimisation/keyword analysis and budget optimisation.



Day-to-day you will work closely with our EU-country marketing managers, and will be supported by the global team.

Countries: Netherlands, Belgium, Germany, France, UK, Spain, Sweden, Norway and Denmark.

Offices: Benelux (Amsterdam), Germany (Frankfurt), France (Paris), UK (Oxford), Spain (Madrid) and Nordics (Stockholm).

### **The Successful Candidate**

- Proven experience working in a professional, fast-paced B2B environment in a marketing-specific role
- A data-driven and digitally focussed individual
- Proven experience delivering high revenue-driving sponsored campaigns using PPC and Paid Social tactics
- Strong organizational skills including the ability to juggle competing demands from marketing, sales, and management
- Strong stakeholder management skills
- Attention to detail in order to manage the integrity of the data
- Real team player
- Good problem-solving abilities
- Good in English word and writing
- A business/marketing-related undergraduate bachelors programme or equivalent.

### **Rewards and Benefits**

We'll expect a lot, and we know you'll do great work, so we give a lot back with some of the best benefits in the business. We know that one size doesn't fit all, so our workplace programmes meet the different needs of our diverse teams and their families too. There is a range of options, too many to list here, but when you join our Pearson family you can look forward to:

- a competitive salary (CLA Publishing)
- a contract for a fixed period with the prospect of a permanent contract
- an annual incentive plan
- a pension scheme
- 27 vacation days (for full-time employment)
- travel allowance
- health insurance reimbursement.

### **Are you interested?**

Do you recognize yourself in the profile and does this position seem challenging to you? If so, please apply a.s.a.p. by sending your resume **and** cover letter to: [recruitment.peb@pearson.com](mailto:recruitment.peb@pearson.com), at the attention of the HR department.

For more information please contact Toine van der Drift (Manager Online Marketing Pearson Clinical EMEA) at: [toine.vanderdrift@pearson.com](mailto:toine.vanderdrift@pearson.com)

Want to know more about us? Visit our website [pearsonclinical.nl](http://pearsonclinical.nl)

You will hear from us within 2 weeks whether you will be invited for an interview. All CV's and e-mails that we receive are treated confidentially. We will delete all personal data no later than 4 weeks after completing the application process. For more info see also [GDPR](#).



- All applications are treated equally and with respect to content; anonymous applications are appreciated.
- We look beyond (validity of) diplomas.
- Would you like to say something about how this vacancy can be made more inclusive? We would love to hear it.

**Acquisition in response to this advertisement is not appreciated.**