

Israel Jobs Expertini®

PPC Intern (Part time)

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Company: Powtoon - A Visual Native company

Location: Tel Aviv-Yafo

Category: other-general

With over 40 Million users, Powtoon is the world's leading SaaS DIY video creation platform used by virtually all Fortune 500 companies, business professionals, educators, students, and individuals worldwide.

We are seeking a dynamic and creative individual to join our team as a PPC Intern. This role offers the unique opportunity to dive into the fast-paced world of digital marketing, focusing on paid media strategies to drive B2B lead generation and brand awareness.

As our PPC Intern, you will be introduced to the intricacies of crafting and managing advertising campaigns across various digital platforms, including Google Ads, Bing Ads, LinkedIn, YouTube, and Meta. You'll work under the guidance of our marketing experts, gaining hands-on experience in optimizing campaigns, analyzing performance data, and contributing to our growth by engaging with our key B2B audiences.

You may not check all the boxes, or your experience may look a little different from what we've outlined, but if you think you can make an impact on our paid marketing channels, we encourage you to apply!

This position is part time. We are looking for availability for about 3 full working days (distributed Monday-Thursday)

You'll join our Tel-Aviv team at our beautiful offices located in the Hagag buildings (H'arbaa st.)

Duties & Responsibilities:

Assist in the development and execution of PPC campaigns across multiple channels, under the supervision of our marketing team.

Help conduct keyword research, audience targeting, and competitor analysis to support campaign optimization efforts.

Learn to monitor and report on campaign performance, using tools like Google Analytics, and assist in making adjustments to improve campaign effectiveness.

Collaborate with creative and content teams to gather assets for ad campaigns, learning the importance of messaging and visuals in marketing.

Stay informed about the latest trends and best practices in paid media and digital marketing, participating in team discussions and training sessions.

Support the marketing team in managing budgets and bidding strategies for various campaigns.

Engage with sales and marketing teams to understand the broader business goals, contributing to the alignment of campaign strategies.

Requirements

Currently pursuing or recently graduated with a degree in Marketing, Business, Communications, or a related field.

Some kind of experience in executing campaigns on social media - Must

Experience in executing campaigns on LinkedIn - an advantage

Experience in executing campaigns on Google ads - an advantage

Experience in executing campaigns on Youtube - an advantage

Fluent English - Must (all communications are in English only, verbal and written)

A keen interest in digital marketing and a desire to learn about paid media strategies.

Basic understanding of digital marketing platforms and tools is preferred, but not required.

Strong analytical and problem-solving skills, with a willingness to engage in data-driven decision-making.

Excellent communication skills and the ability to work collaboratively with a team.

Proactive, eager to learn, and capable of handling multiple tasks in a fast-paced environment.

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