



## **DIGITAL (PPC) MARKETING SPECIALIST. VILNIUS, LITHUANIA**

We are seeking a skilled and results-oriented Digital (PPC) Marketing Specialist who thrives in a fast-paced environment to join our team. In this role, you will manage and optimize our paid advertising campaigns across various platforms to drive traffic, generate leads, and maximize ROI. The ideal candidate combines creativity, analytical skills, and technical expertise to optimize PPC strategies and deliver exceptional results through paid advertising campaigns.

**We promise a highly challenging field and wide scope of responsibilities, which will initially cover:**

- Planning, executing, and optimizing campaigns across Paid Social and Display channels, including Google, LinkedIn, Instagram, and Facebook.
- Ensuring campaign outcomes align with KPIs, striving to exceed targets and deliver exceptional results.
- Partnering with creative teams to produce high-performing ad creatives that resonate with target audiences.
- Developing and managing audience targeting strategies using tools like Google Analytics, LinkedIn Campaign Manager, and other ad platforms.
- Overseeing budgets to ensure efficient campaign execution within allocated spending limits.
- Leveraging data-driven insights to refine strategies, improve performance, and share best practices for creative approaches.
- Staying informed about competitor activities and industry trends to adapt strategies proactively.
- Working according to approved company processes
- Working with company's IT systems to monitor and ensure a smooth Administrative department process.
- Participating in daily meetings based on Lean principles
- Setting and achieving short-term and long-term goals in accordance with the company's strategic goals
- Performing other duties and responsibilities assigned by direct manager

**We dream about a team member who:**

- Has more than two years of experience in managing Paid Social and Display campaigns across platforms such as LinkedIn, Instagram, Facebook, and Google.
- Has solid experience working in both B2C and B2B marketing environments.
- Has strong analytical and organizational skills to monitor campaign performance and maintain accuracy.
- Is able to propose and implement innovative ideas and marketing strategies.
- Has experience in email marketing campaigns and tools (will be considered as a plus).
- Feels comfortable working in a dynamic, fast-paced setting with excellent time management

abilities.

- Has excellent skills in a Microsoft Office 365 environment or has basic conceptual computer literacy
- Is able to work independently and is self-motivated and willing to take ownership
- Knows how to manage several complex projects at once
- Has analytical and conceptual thinking skills
- Has willingness to share skills, knowledge and expertise
- Uses the English language at an effectively operational and independent level
- Is flexible with good time management skills
- Has respectful and positive attitude
- Wants to learn every day and thinks aviation could be the love of one`s life

### **What we offer you:**

- A health Insurance package after 3 months working for the Company.
- Contribution to your pension fund for seniority.
- Work from home in compliance with company policy.
- Additional holiday days for seniority after 2 years of work for Company.
- A Wellness Day to take care of yourself and a Birthday Day to celebrate.
- Mental gym to support your emotional wellbeing from Mindletic.
- Sport club and childcare service for your convenience.
- An entertainment flight with a full flight aviation training simulator.
- Contemporary and convenient office space in a new growing AEROCITY area.
- Public transport cover during the workdays or parking space near the office.
- Discounts and special offers from various partners of the group.
- Extensive on boarding plan to ease your integration into company.
- An international and multicultural environment in vibrant industry with plenty of challenges to achieve.
- Personal growth possibilities if you are eager to progress in your career, we have a bunch of examples to share.

Please feel free to apply to any of the below career options and we shall discuss the requirements based on your experience:

# Digital Marketing PPC Specialist Career map

## JUNIOR PPC SPECIALIST

€ 1653 - € 2149 GROSS

Has common understanding of digital marketing elements

## PPC SPECIALIST

€ 2480 - € 3141 GROSS

Has good understanding of all digital marketing elements and has hands-on experience

## SENIOR PPC SPECIALIST

€ 3472 - € 4133 GROSS

Is master of all digital marketing elements with extensive hands-on experience and ability to implement and improve processes

Salary: from 2480 € to 3141 € (brutto)

**BAA Training** is one of the TOP 3 biggest independent aviation training centres in Europe providing a full scope of aviation training solutions on both – B2B and B2C levels. We are accelerating with the ambitious expansion in Europe and Asia and working with clients from 96 countries. Our mission is to provide aviation community with highly-qualified aviation professionals.