



Job Title: Google Ads Executive

Company Overview:

<https://lotusschool.in/>

Lotus Learning Systems Society (LLSS) entered into the field of 'affordable quality education' in the year 2004-2005. It runs a chain of four schools under the brand name 'Lotus National School', which have grown over the years into the best CBSE Schools in Andhra Pradesh and Telangana State. Our institution is governed in a sustainable, responsible and transparent manner, addressing the needs and interests of all stakeholders – Students, Teachers, Parents and the Local Community. EKSAQ (Education, Knowledge, Skills, Aptitude, Attitude and Abilities for Qualification) is an innovative initiative that supports scholastic, co-scholastic and skill development programs at different education stages. The Secondary Stage EKSAQ offers several sector-specific employment-oriented courses.

Job Overview:

We are seeking a talented and experienced Google Ads Expert to join our team. As a Google Ads Expert, you will be responsible for managing and optimizing our Google Ads campaigns to drive maximum results and return on investment (ROI). You will work closely with our marketing team to develop and execute strategies that align with our business objectives and target audience.

Key Responsibilities:

- Develop and implement Google Ads strategies to achieve company goals, including lead generation, sales, brand awareness, and customer acquisition.
- Conduct keyword research and analysis to identify opportunities for campaign optimization and expansion.
- Create and optimize Google Ads campaigns, ad groups, ad copy, and landing pages to maximize performance and ROI
- Monitor campaign performance, analyze data, and make data-driven decisions to continuously improve campaign performance.
- A/B test ad creative, landing pages, and targeting to optimize campaign performance.
- Stay up-to-date with the latest trends, best practices, and algorithm updates in Google Ads and digital advertising.
- Provide regular reports and analysis on campaign performance, including key metrics such as impressions, clicks, conversions, and cost-per-acquisition (CPA).
- Collaborate with other marketing team members, including designers and copywriters, to create compelling ad creatives.
- Manage budgets and allocate spending effectively across campaigns and channels to achieve desired outcomes.
- Work closely with the marketing team to integrate Google Ads campaigns with other marketing initiatives and channels for maximum impact.

Qualifications & Experience:

- Bachelor's degree in marketing, advertising, or related field.
- Need 2 years of relevant experience in Google Ads.
- Proven experience managing Google Ads campaigns with a track record of driving results and ROI.
- In-depth knowledge of Google Ads platform, including campaign setup, optimization techniques, and best practices.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Excellent communication and collaboration skills.
- Google Ads certification is a plus.
- Experience with other digital advertising platforms (such as Facebook Ads, LinkedIn Ads, etc.) is a plus

Location: Hyderabad.

Working Days: 6 days working

Shift Timings: 9:30 am to 6:30 pm

Apply Now: niketan.kumar@lotusschool.in

In this dynamic role, you will contribute to the growth and success of our schools by effectively promoting our educational offerings and fostering meaningful connections with prospective students and their families. If you are a results-driven marketing professional with a passion for education, we invite you to apply and be a key player in shaping the future of our educational institution.