

# JOB DESCRIPTION

Google Ads Account Manager, PPC



**INDIGENOUS**  
READING PROJECT



## ABOUT US

Indigenous Reading Project is an award-winning, non-profit company established in 2012. We work to improve the reading ability of Aboriginal and Torres Strait Islander children through our digital E-reading program. We target kids who are behind their peers and want to improve their reading skills. We loan them a tablet. We monitor their progress over time and if they significantly improve their reading ability they get to keep the tablet.

## OUR PURPOSE

We strive to improve the reading ability of Aboriginal and Torres Strait Islander students who need support and have the ability to succeed.

## VOLUNTEERING

Before you apply we encourage you to think carefully about why you want to volunteer. ACT Volunteering has some useful information on their website. This can help you think through some of the common issues that you'll need to take into consideration before you commence a voluntary role: [ACT Volunteering](#)

## FURTHER READING

Summary: [IRP 2019 Factsheet](#)

Media: [IRP Media](#)

Strategy: [IRP\\_Strategic Intent](#)



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## DUTY STATEMENT

We're adding to our operational team and looking for passionate, skilled and committed people to join us. The successful applicants will share our values and want to make a positive and practical contribution to our work.

As a Not For Profit, we are generously supported through a Google Ad Grant and require an Account Manager to maximise return from the Ad Grant.

All Google Ad Grants are managed using Google's standard Google Ads interface (formerly known as Google AdWords). Google are continually improving the platform and it gets easier to use every year.

The Google Ad Account Manager will provide support to the Indigenous Reading Project through:-

- staying on top of the latest features, changes to the Google Ads platform
- create and follow a robust strategy to drive good quality traffic and increase results
- create, monitor and record traffic and performance

## SELECTION CRITERIA

Demonstrate your ability to:-

- Work collaboratively with the communication team on the development of campaigns and strategy;
- Create, execute tests, collect and analyse data, identify trends and insights in order to achieve maximum ROI in (google) paid search campaigns;
- Develop and manage an appropriate Key Performance Indicator (KPI) structure for the Paid Search function;
- Manage bids & budgets for Google Adwords
- Measure & Implement the results of A/B testing for Advert coping & targeting;
- Installing conversion tracking using Google Tag Manager, Google analytics, and Call Tracking;
- Use Google Analytics;
- Excellent organisational skills, including the ability to work systematically, plan and prioritise work tasks; and
- Demonstrated ability to work effectively as a team member and to also take the initiative to solve problems.

For details concerning this role, please contact

Kylie Makkink

Email: [people@irp.org.au](mailto:people@irp.org.au)

Phone: 0414 267 937

<b>Organisation</b>	Indigenous Reading Project
<b>Job Title</b>	Google Ads Account Manager
<b>Remuneration</b>	This is a voluntary position
<b>Hours</b>	1-2 hours per week
<b>Location</b>	Anywhere in Australia (remote)
<b>Training</b>	Induction and ongoing support is provided
<b>Reporting</b>	CEO
<b>Security</b>	Australian Federal Police National Police Check
<b>Insurance</b>	Volunteer Personal Accident and Public Liability Insurance (\$10M)



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<b>Expenses</b>	Approved out-of-pocket expenses are met by IRP
<b>Further information</b>	Kylie Makkink 0414 267 937
<b>Apply</b>	To apply please submit your Curriculum Vitae including 2 current referees to <a href="mailto:people@irp.org.au">people@irp.org.au</a>
<b>Closing date</b>	Applications close on 30 July 2020



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