



Digital Marketing Specialist (PPC, SEO & Paid Social)

Salary: Competitive (dependent on experience)

Reporting to: Head of Marketing

About Daisy Education

At Daisy Education, we believe every student's learning needs are as unique and as different as they are. That's why we provide opportunities for students to discover and develop their love of learning through our personalised online programmes.

We are a collaborative and supportive team that values curiosity, knowledge and a shared commitment to making a real difference.

As we continue to expand, our ambition is to be recognised as a trusted partner in the education sector - delivering impactful programmes that empower every child to reach their full potential.

Role overview

We are seeking a results-driven Digital Marketing Specialist (PPC, SEO & Paid Social) to join our marketing team. You will take strategic ownership of paid media campaigns across Google Ads, Meta Ads and Reddit Ads, alongside contributing to our SEO strategy through technical audits, on-page optimisation and performance analysis.

This role requires hands-on experience managing multi-channel paid advertising, strong analytical skills and a solid understanding of SEO best practices. You will help strengthen our digital performance, support lead generation and enhance brand visibility across multiple platforms.

Key responsibilities

Paid search (PPC)

- Manage and optimise PPC campaigns across Google Ads, including Search, Display and Performance Max.
- Carry out keyword research and refine targeting and bidding.
- Test and improve ad copy and landing pages.
- Monitor budgets and ensure campaigns deliver strong performance.

Paid social advertising

- Build and manage campaigns in Meta Ads Manager across Facebook and Instagram.
- Use retargeting and lookalike audiences to support campaign goals.
- Run A/B tests to improve creative and messaging.
- Manage paid activity on Reddit Ads and other social platforms when needed.



SEO

- Support the delivery of SEO activity in line with organisational priorities.
- Carry out technical audits and highlight issues that need fixing.
- Improve on-page elements such as metadata and internal links.
- Help with keyword planning and competitor checks.

Analytics and reporting

- Build dashboards and reports in GA4 and Looker Studio.
- Track conversions and monitor how users interact with our digital channels.
- Review performance data to spot opportunities or issues.
- Share insights with the wider team in a clear and practical way.

Requirements

- Experience in PPC, paid social or SEO in a digital marketing role.
- Confident using Google Ads and Meta Ads Manager.
- Familiar with Reddit Ads or open to learning it quickly.
- Good understanding of SEO and website optimisation.
- Able to use GA4, Looker Studio and Tag Manager.
- Comfortable working with data and drawing meaningful insights.
- Strong writing skills and attention to detail.
- Able to manage several projects at once in a busy environment.
- Clear communicator and positive team player.
- Experience in the education sector is helpful but not essential.

What we offer

- A supportive and dynamic work environment.
- Competitive salary and benefits package.
- Additional well-being perks such as extra holidays with service.
- The opportunity to contribute to meaningful work that enhances educational outcomes for young learners.
- Free parking.

Please apply by sending your CV to: marketingteam@daisyeducationuk.com

