

Job Title	Paid Search and Digital Analytics Lead	Salary	TBC
Department	Digital		
Reports To	Head of Digital	JD date	14 th September 2026

Job Information**Type of Role**

Full time, Permanent

Job Purpose

The Paid Search and Digital Analytics Lead is responsible for leading paid-search strategy and ensuring the business has accurate, reliable and actionable digital performance data across all customer touchpoints and global markets.

Acting as the technical authority for Google Ads, Microsoft Ads and the organisation's digital analytics ecosystem, the role will define paid-search strategy, account architecture, measurement frameworks, tracking standards and reporting infrastructure. It will translate commercial objectives into campaign blueprints for Country Digital Marketing Executives to implement and optimise locally.

Working closely with Digital, Marketing, Trading, CRM, Technology, Data and external partners, the role will ensure paid-search activity is commercially effective and supported by accurate conversion tracking, attribution and performance insight across website, paid media, social media, CRM and offline sales channels.

This is a senior individual-contributor role combining deep technical expertise with commercial insight. It will turn complex performance data into clear recommendations that improve marketing effectiveness, customer acquisition and business growth.

Accountabilities:**Paid Search Strategy and Architecture**

- Own the global paid-search strategy across Google Ads and Microsoft Ads.
- Define standardised account structures, campaign taxonomies, match-type strategies, audience frameworks and brand-versus-generic approaches across all territories.
- Establish negative-keyword frameworks and processes to minimise wasted spend and account cannibalisation.
- Develop bidding strategies aligned with commercial targets, including CPA, ROI, revenue, booking volume and lead generation.
- Ensure paid-search activity reflects market priorities, customer demand, product availability and wider trading objectives.
- Maintain strategic oversight while enabling Country Digital Marketing Executives to manage local implementation and day-to-day activity.

Performance Max and Demand Generation

- Lead the technical deployment and optimisation of Performance Max and Demand Gen campaigns.
- Define audience signals, customer-acquisition goals, asset-group structures and campaign segmentation.
- Own the strategy and governance of product and campaign data feeds used to

promote complex cruise packages.

- Establish asset, creative and landing-page requirements for local teams.
- Monitor automation and bidding-model performance to ensure platforms are optimising towards meaningful commercial outcomes.

Campaign Blueprints and Technical Briefing

- Translate commercial and campaign requirements into clear, step-by-step execution briefs for Country Digital Marketing Executives.
- Provide keyword strategies, campaign structures, audience requirements, ad-extension frameworks, bidding parameters and Performance Max asset specifications.
- Set clear measurement requirements and success criteria for every campaign.
- Provide technical guidance, quality assurance and ongoing optimisation recommendations.
- Ensure campaign execution is consistent with global standards while allowing for appropriate local-market variation.

Commercial Performance and Budget Governance

- Hold global accountability for paid-search performance, including CPA, ROI, revenue, booking volume and web lead generation.
- Conduct regular technical and commercial audits of regional accounts.
- Identify inefficient spend, cannibalisation, declining performance and opportunities for growth.
- Analyse the relationship between spend, lead quality, offline bookings and revenue.
- Support regional teams with budget planning, forecasting and investment recommendations.
- Produce clear performance narratives that explain results, underlying drivers and required actions.

Analytics and Measurement

- Own the end-to-end digital measurement approach across websites, marketing channels and customer journeys.
- Design and maintain measurement frameworks, event taxonomies, tracking plans and governance standards.
- Work with developers, content teams and external partners to ensure the accurate collection, processing and reporting of digital performance data.
- Continuously improve tracking accuracy and data quality across digital platforms.
- Identify gaps in measurement and implement appropriate solutions.
- Ensure paid-search activity and wider digital marketing can be evaluated against consistent commercial outcomes.
- Act as the business owner for analytics tools such as:
 - Google Analytics 4
 - Google Tag Manager
 - Google Ads/ Microsoft Ads conversion tracking
 - Meta Conversions API
 - Microsoft Clarity
 - Looker Studio
 - Google BigQuery

Tracking and Technical Infrastructure

- Maintain oversight of tracking pixels, conversion actions, data-layer implementations and Google Tag Manager configurations.
- Lead the implementation and governance of server-side tracking where appropriate.
- Ensure advertising identifiers, consent signals and online and offline conversion data are captured accurately.
- Act as the final technical escalation point for paid-search tracking, analytics and attribution issues.

- Work closely with Technology and Data teams to troubleshoot and resolve data-quality or integration issues.
- Monitor the health of automated bidding models and ensure they are supported by accurate, appropriate conversion signals.

Experimentation and Conversion Rate Optimisation

- Lead paid-search experimentation, including landing-page tests, ad-copy tests, value-based bidding trials and audience strategies.
- Define test hypotheses, measurement requirements and success criteria.
- Analyse test results and translate findings into practical optimisation guidance.
- Build a consistent experimentation framework that can be applied across markets.

Data Quality, Governance and Compliance

- Establish and maintain analytics and paid-search governance standards.
- Conduct regular tracking audits, account reviews and platform health checks.
- Proactively identify and resolve data-integrity issues.
- Maintain clear documentation for analytics implementations, campaign standards and measurement processes.
- Ensure tracking and measurement practices comply with privacy regulations and consent-management requirements.
- Promote consistent naming conventions, definitions and processes across platforms and markets.

Platform Innovation and Partnerships

- Build productive relationships with Google, Microsoft and relevant technology partners.
- Evaluate new advertising formats, automation capabilities, AI tools and measurement solutions.
- Identify appropriate opportunities to participate in platform betas and trials.
- Assess new capabilities against commercial value, data quality and operational requirements before wider adoption.
- Keep Imagine Cruising informed of relevant developments in paid search, analytics, attribution and privacy.

Key Deliverables

- A clear and commercially aligned global paid-search strategy.
- Consistent campaign structures and technical standards across all markets.
- Actionable campaign blueprints for Country Digital Marketing Executives.
- Improved paid-search efficiency, ROI, lead generation and booking performance.
- Accurate and trusted digital reporting across all channels.
- Consistent measurement frameworks across markets and platforms.
- Executive dashboards providing clear visibility of business performance.
- Improved attribution and understanding of marketing effectiveness.
- Reliable integration of website, advertising, CRM, call and offline sales data.
- Robust data governance, tracking documentation and platform standards.
- Insight-led recommendations that improve commercial performance.

Qualifications/ skills/ experience / knowledge

- **Essential**
- Significant experience in paid-search, digital analytics, marketing analytics or performance-marketing roles.
- Advanced practical knowledge of Google Ads, including Search, Performance Max and Demand Gen.
- Strong working knowledge of Microsoft Ads.

- Experience developing paid-search account structures, keyword strategies, audience frameworks and automated bidding approaches.
- Strong commercial understanding of CPA, ROI, revenue, lead generation and budget optimisation.
- Advanced knowledge of Google Analytics 4.
- Strong experience with Google Tag Manager and JavaScript-based event tracking.
- Experience implementing and managing Google Ads and Microsoft Ads conversion tracking.
- Experience with advertising-platform attribution and Meta Conversions API.
- Strong experience developing dashboards in Looker Studio.
- Experience working with BigQuery and large datasets.
- Experience connecting digital marketing activity with CRM, call-centre or offline sales outcomes.
- A strong understanding of wider digital marketing channels, including paid social, SEO, CRM and affiliate marketing.
- Strong analytical, diagnostic and problem-solving skills.
- The ability to translate complex data into clear commercial recommendations.
- The ability to communicate effectively with technical and non-technical stakeholders.
- Experience managing multiple stakeholders, markets and competing priorities.
- Experience creating clear technical briefs and enabling others to implement complex campaign strategies accurately.

Desirable

- SQL experience.
- Experience with server-side tagging.
- Experience managing product or campaign data feeds.
- Knowledge of customer data platforms.
- Experience with data warehousing and cloud platforms.
- Experience designing incrementality tests and wider marketing-effectiveness frameworks.

What We Offer

- Competitive salary and benefits package.
- A chance to work in a collaborative and innovative team environment.
- Opportunities for professional growth and development within the company.
- Annual holiday
- Health care cover
- Birthday leave
- Contributory Pension scheme
- Free Car Parking

Note: This description is not intended to establish a total definition of the job, but an outline of the main duties.