

# Senior Paid Specialist

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Ready to make ads that actually perform?

Do you get slightly offended when people say *"paid is just pushing a button"*?

Do you enjoy being deep in Google Ads, watching numbers move (the right way of course), testing hypotheses, killing bad campaigns fast and scaling the good ones even faster?

Then keep reading

.... but If you are looking for a fluffy role with endless meetings and no real ownership... this is not it.



## About Klar

At Klar, we are not just another e-commerce company.

We are the digital architects behind windows and doors - making it radically easier, more transparent, and more accessible for homeowners to buy quality products online.

**We are:**

**Award-winning platform.**

**Scandinavian scale-up vibes.**

**Real products. Real customers. Real performance.**

## Your mission (should you choose to accept it)

As **Senior Paid Specialist**, you will be hands-on responsible for driving Klar's paid performance - primarily through **Google Ads**. You will be in the Google Ads account daily, optimising campaigns, testing new approaches, and driving measurable growth.

You will report directly to the CEO and have full ownership of our paid acquisition. While we are open to bringing in external specialists for specific channels or projects, you will be the one setting direction and making sure everything runs.

This is **not a leadership role**. No people management. No politics. Just strong ownership, sharp execution and clear impact.

## What you will be working on (a lot):

- Plan, build, and optimise Google Ads campaigns across Search, Shopping, Performance Max, and Display

- Manage a monthly ad budget of 500K–1M DKK, scaling spend efficiently based on performance and seasonality
- Analyse performance data and act on insights (fast )
- Collaborate with creative and content teams to develop effective ads and landing pages
- Coordinate external specialists when needed for channels like Meta, YouTube, or programmatic
- Report on results and translate numbers into clear recommendations for the business

You won't just *run campaigns*.

You will improve how we do paid - continuously.

#### Who are you and what will you bring:

- Has **5+ years of hands-on experience** with paid media (Google Ads is your playground)
- Proven track record of managing significant budgets and delivering results in a B2C environment
- Loves data, performance and optimisation (and actually understands attribution)
- Is structured, curious and not afraid to challenge "how it's always been done"
- Can own your area without needing a team around you - this is a "one (wo)man band kinda job"
- Fluent in **Danish** and **English**

#### Bonus points if:

- You have experience in home improvement, e-commerce, or other high-consideration purchase categories
- You have hands-on experience with Meta Ads, YouTube or other paid channels
- You have familiarity with feed management and product data optimisation

#### What's in it for you

You will join a company that's rethinking a traditional industry, with the autonomy to shape how we grow. Direct line to the CEO, real ownership, and the chance to build something meaningful.

#### But also:

- A scale-up environment: not a start-up with no means, not a corporate monster
- Pension after 6 months - partly paid for by Klar
- Health insurance incl. dental
- 5 weeks of vacation
- 1 Care Day per quarter - a day JUST for you
- Extra 5 weeks paid sabbatical after 5 years (on top of vacation!)
- Delicious lunch buffet (vegan / non-vegan)
- Central office in **Nørrebro**, 2 min from Skjolds Plads
- Informal culture, humor, and colleagues you actually like

#### When are you Klar?

ASAP would be great.

But we are patient - we're looking for the **right** Senior Paid Specialist, not the fastest one.

Ready to make performance marketing... Klar?

We are looking forward to meeting you

#### The office location:

Klar is a Scandinavian organization with offices in Denmark, and Estonia. Our headquarters and factory are located in Estonia, Tartu - but you will be working with our vibrant team in our

**Copenhagen-based office located in Nørrebro.**

Here you will join and get a team of cool, talented, and totally awesome colleagues - we look forward to meeting you!

Our Copenhagen-based office is well connected to several public transportation points (Skjolds Plads metro station and Nørrebro s-train station nearby) and has access to a parking lot (if you are not a big fan of cycling ).