



Please go through this document so that you have more clarity on the role we discussed and on the stages in our interview process.

The role: AdWords Representative- Hyderabad/Gurgaon

Global Advertising Operations (GAO) Department Overview:

The Global Advertising Operations (GAO) team in India keeps Google growing and profitable. We are dedicated to supporting the company's expanding base of advertisers in English language on a global basis, and providing them with the highest levels of service. As part of the GAO team, we are responsible for supporting customers and generating revenue for AdWords product. This means that employees in AdWords need to be proactive, motivated, organized, responsible and able to work well in a fast-paced, team-oriented environment. This role demands thought leadership and an ability to drive innovation while achieving revenue goals and the highest customer satisfaction.

Job Description:

AdWords, Google's innovative advertising program, is looking for candidates to assist in supporting, retaining and growing our online advertising accounts. This job values outstanding service, quality and teamwork and you will join a team of proactive and dedicated individuals. Your analytical skills, attention to detail, and a commitment to excellence will help customers get the most of their advertising efforts. You will be expected to master Google AdWords' policies and then assist us in delivering targeted and effective on-line advertising.

Responsibilities :

- Thoroughly check ad content for its quality and accuracy
- Approve or disapprove new and changed ad submissions based on policy guidelines
- Optimize advertisers' keyword lists, ads and account to maximize advertisers' return on investment (ROI)
- Provide excellent email, phone or chat-based customer service to Google's advertisers.
- Work with a portfolio of advertiser accounts to provide focused account management.

Requirements:

- Bachelor's in any discipline
- Excellent written and verbal English communication skills
- Ability to develop and maintain strong client relationships
- Ability to manage projects across multiple functions preferred

- Strong computer applications and Internet skills
- Detail oriented; ability to quickly complete a large volume of high-quality work with a proven ability to think analytically and to leverage data to drive decisions.

The role: Account Planner - Gurgaon and Hyderabad

Department Overview:

The Google Online Sales team helps some of Google's advertisers grow their business using Google's products (including search, display advertising, TV, and YouTube). Online Sales encapsulates a sales culture that is dynamic, forward-thinking, and in tune with customer needs, a culture where every team member is a major driver towards Google's financial success and also retains the fun characteristics that make this environment unique. Online Sales team members work with advertisers from across the world to identify business challenges and to collaboratively shape solutions that drive their strategic initiatives. They also educate advertisers about current and future Google products that might enhance their online and/or offline presence.

Job Description:

As an Account Planner at Google, you will be responsible for managing relationships with online clients in an assigned portfolio. You will use your analytical skills to grow existing business, and support your advertisers with research, market analysis and other collateral. Above all, you'll be responsible for exceeding revenue targets.

Role Description

- Identify incremental opportunity within accounts and collaborating with the team and its Account Manager to implement the plan
- Understand and implement account and campaign optimization plans and execute flawlessly on the techniques and types of optimization
- Create reports to support or aid the optimization/incremental opportunity, strategize and support the team's requirements for report creation and their analysis
- Contribute to the overall achievement of the team's revenue and non-revenue targets

Requirements

- Bachelor's in any discipline
- Ability to manage multiple projects at a time while paying strict attention to detail
- Basic understanding of Adwords and the online marketing industry
- Strong analytical skills and data driven approach towards recommendations
- Good written and verbal communication skills
- Self driven and results oriented

We are sure that you are excited about this opportunity and to make the most of it, we would suggest that you research information on the company and its products. If you are interested in knowing more about our culture and what we stand for, a must-read is the Founders' Letter which Larry and Sergey wrote to our prospective investors when we had our IPO in

August 2004. Also, there are enough stories and articles on the Internet that can help you understand the company, its values, and culture better. Be sure to visit Google.com and pages dealing with our advertising programs and other products.

<http://bizsolutions.google.com/services/>
<http://www.google.com/intl/en/ads/>

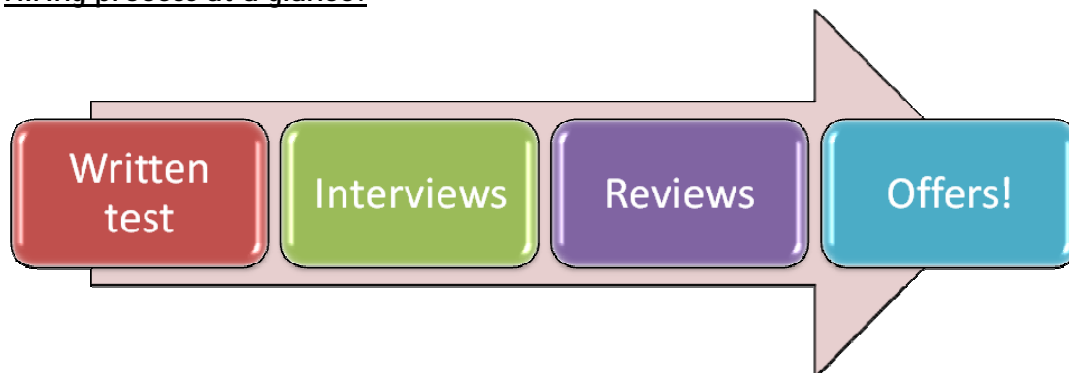
Hiring Process:

We have built a reputation for being tough interviewers. The hiring process at Google looks a lot mystical, but it's actually very simple. We look for exceptional candidates, with great all-around interest and personality, who have gone to the best schools, have done very well in academics, and have a number of other interests. (Phew! - don't worry if you are reading this document, we know you are good; otherwise, our recruiters will not have short listed your CV to reach this far)

The hiring process will begin with a presentation about Google and the role that you are being hired for. This will be followed by a 1 hour essay writing written test. Once the test results are out (typically 2 weeks from the date of test) the first-round interviews will take place at your college campus. Interviews are 30-45 minutes long and qualitative and open-ended in nature. The goal of the interview is to gain a better understanding of your problem-solving abilities, communication style, leadership skills and passion for Google.

Once you have completed three rounds of interview, your candidature will be reviewed at Google by various committees (which include international committees). This essentially means that we will take about a month and a half to get back in touch with you with the final results.

Hiring process at a glance:



Who will you meet?

A member of the University Programs Team will meet you for your first-round interviews on-campus. They are not interviewing you, but setting up and facilitating your on-campus interview experience. They will also communicate with you about your status after the first-round interview.

Who will you interview with?

Both first and second-round interviews will be conducted by Googlers.

Who will you talk to?

Googlers are individuals who have very creative and unique backgrounds. You will meet and talk to our online sales and operations managers who manage the operations of our products like AdWords, Checkout, etc. They come from varied backgrounds and experiences, and we are sure you will enjoy your discussions with them.

What can you expect?

- You can expect to have very interesting and challenging discussions with these managers around your area of work.
- You can use this platform to exchange the ideas and thoughts on strategy, people management, planning, metrics, etc.
- You can expect to see a great deal of curiosity about the specifics of your work and will be asked questions about how you arrived at your conclusions.

Interview Content and Preparation

Your Background: Your interviewer may ask you a little bit about your work and academic background. Please prepare yourself for these questions beforehand.

Problem Solving: We're interested in learning more about how you solve problems. These questions will require you to walk us through a complicated scenario and discuss how you concluded your answer. Don't worry about being right or wrong--just answer to the best of your ability.

How to answer:

Please be yourself. Here at Google, we believe in bringing your whole self to work and making the best possible match for you and for Google. We encourage you to be candid and active in your interview and to answer your questions clearly and concisely. If you need to take a moment and think through your answers, please do. It will help you and your interviewer understand your thoughts more clearly.

What to wear:

At Google, you can be serious without a suit. While we have no formal dress code, you should look presentable during the day of your interview. Business casual is fine.

What to bring:

Please bring 4 copies of your resume/CV and your provisional undergraduate/graduate transcripts.

What we expect:

While we'll certainly do our best to make you feel comfortable during the interview process, we're very interested in learning more about you.

- We want to know more about your problem solving ability, the projects that you have worked on and the extracurricular activities that you have been a part of.
- The questions you'll be asked will be in-depth and will be intended to let us get a peek at how you think about complicated things.

Generally, we like people who are excited about life and who love what they are doing--special people who fit into an international team and come from a strong educational background.

If you have any further questions, we'd be glad to answer them. We are excited that you are keen to consider us for a suitable opportunity to build and enhance your career, and thank you for your interest in Google.

To know more about our India businesses you can read our [Google India Blog](#)