

Senior Paid Media Exec.

** Campaign Best Place to Work Agency

** RAR Award-Winners

** Clients include Financial Times Live, Cats Protection, Haymarket Group, Bishops Move, AGM Group, Centaur Media, RSPCA

Role overview

- We are looking for a dynamic individual with a real passion and understanding for all things paid social to join our agency. Our team is committed to helping our clients plan, build and deliver coherent creative and effective paid social media solutions.
- As a Paid Media Lead you will work alongside our PPC, Content and SEO Leads.
- You will share the common goal of exceeding client expectations and help create highly technical strategies for our clients to create unbeatable ROI across Search and Social.
- You will have exceptional technical and organisational skills.
- Your expert knowledge and infectious energy mean that clients can't help but see how our offering could transform their Paid performance.

Hours / Location

This is a full time role - 5 days a week with your hours fully flexible across the week after discussion with us around core meeting times (which are via Zoom). We operate a work from anywhere policy with quarterly full team meet ups in locations around London and the South East plus the option to work at one of our hub offices in London or Kent when you want to work away from home at any time.

Who we are

We are one of the UK's longest established and most trusted digital agencies. Founded in 1997 we're always a year older than Google!

Our culture is set around Our 'Why':

"To challenge and inspire growth so we thrive and exceed expectations whilst empowering people to live their best lives."

We attract people who want the flexibility to work wherever and whenever they like yet also want regular face-to-face contact, socialising and a challenging role. New employees constantly tell us "It really isn't like this anywhere else." Come and find out why!

With a focus on Paid Search & Social campaigns together with technical SEO we work for a range of well known brands across a spectrum of sectors including B2B events, Publishing, E-Learning, Charities and Tourism, including a team serving the Icelandic market.

Our team enjoy a wide range of benefits including regular in house and external training courses, remote first working (with shared office choices if preferred), weekly and monthly face to face day meetings and team fun events, Health Insurance and reward benefits from Apple Watch through to subsidised gym membership and half price weekends away, Pension Scheme, fully flexible holiday allowance, a staff well-being committee who organise a host of regular activities, the opportunity to help drive the business forward via a series of focus groups and more.

Main roles and responsibilities

- Creation of the client's overall Paid strategy across all Social Media channels (Facebook, Instagram, Twitter, and crucially LinkedIn).
- Oversee the implementation of the strategy; working with a clear and defined set of KPIs for each project.
- Oversee the optimisation of paid Facebook, Instagram, Twitter, LinkedIn, Spotify and more campaigns with a clear testing approach and actionable analyses to drive great results for clients (able to be hands on when needed).
- Produce insights, reports and commentary for clients to continuously deliver improvements in KPIs.
- Managing clients – including their expectations and keeping them up to date at every stage of the project
- Build trust and relationships with our clients by taking part in weekly calls and quarterly meetings.
- Work across various verticals, from B2B and lead gen to retail and ecommerce.
- Monthly and Quarterly Reports, including data analysis.

About You

- Amazingly personable ... communication is the lifeblood of our business. Your passion must lie in working with people. You must have a natural ability to handle challenging situations and personalities with charm.
- 2 plus yrs experience minimum working in paid media advertising running Facebook, Instagram, Twitter, and LinkedIn campaigns.
- Solid client facing experience.
- Customer focused with the ability to understand customer needs and develop ideas to translate these into engaging online activities.
- Strong planning and organisation skills are essential.
- Strong cross-channel experience / thorough understanding of Paid Media.

- The ability to work to deadlines, juggling multiple tasks while working across clients, and go the extra mile to get things done.
- Pride in your work ... we treat our clients' brands as our own and are meticulous about our approach. You will have real pride in what you deliver and always strive for perfection.
- Excellent written and communication skills, with excellent attention to detail.
- Exceptional organisational skills.
- Proactive and resourceful, eager to learn and think out-of-the-box.
- Be a team player able to build effective relationships.
- Be a resilient and self-motivated individual.