

## 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

### Job Summary

As a Paid Media Executive, you will be responsible for managing and optimizing paid media campaigns for our clients. You will work closely with the digital marketing team to develop and implement effective paid media strategies that align with our clients' goals and objectives. You will be responsible for setting up, monitoring, and analysing campaigns across various paid media platforms, such as Google Ads, Facebook Ads, and LinkedIn Ads. You will also provide regular performance reports to clients and make recommendations for campaign improvements based on data insights.

### 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.

## Responsibilities

- Develop and execute paid media strategies for clients, including keyword research, ad copy creation, and campaign setup in platforms such as Google Ads, Facebook Ads, LinkedIn Ads, and other relevant platforms.
- Conduct ongoing monitoring and optimization of campaigns to ensure they are meeting performance goals and objectives, including budget management, bid adjustments, and ad testing.
- Analyse campaign data and provide insights and recommendations to clients on campaign performance and optimizations.
- Collaborate with the digital marketing team to integrate paid media campaigns into broader marketing strategies and initiatives.
- Stay up-to-date with the latest trends and best practices in paid media advertising, including changes to platforms, industry benchmarks, and emerging technologies.
- Provide exceptional customer service to clients, responding to inquiries and addressing any issues in a timely and professional manner.
- Prepare regular performance reports and communicate results to clients, highlighting key metrics, trends, and recommendations for improvement.

## Requirements

- Bachelor's degree in marketing, advertising, communications, or a related field.
- Proven experience in managing and optimizing paid media campaigns, including Google Ads, Facebook Ads, LinkedIn Ads, and other relevant platforms.
- Strong analytical skills with the ability to analyse campaign data, draw insights, and make data-driven recommendations for optimization.
- Familiarity with digital marketing tools and platforms, such as Google Analytics, Google Tag Manager, and social media management platforms.
- Excellent written and verbal communication skills, with the ability to communicate complex concepts in a clear and concise manner.
- Detail-oriented with strong organizational and project management skills, able to manage multiple campaigns and deadlines simultaneously.
- Ability to work independently and as part of a team, with a collaborative mindset.
- Strong problem-solving skills and ability to adapt to changes in the digital marketing landscape.
- Google Ads and/or other relevant certifications are a plus.