

PAID MEDIA MANAGER

Location: Hybrid, London Bridge

Office day: Every Thursday in person, plus other days as needed

Reports to: Paid Media Lead

We get bums on seats, that's what we do at MCM.

We're an events specialist digital marketing agency helping some of the biggest names in B2B events, exhibitions and trade shows drive registrations, ticket sales and real commercial results.

Due to client growth, we're looking for a Paid Media Manager to join our growing team. This is a hands-on role for someone who knows how to build, optimise, report on and improve paid media campaigns across LinkedIn, Google and Meta.

You'll be working on a mix of B2B events clients, taking ownership of identified accounts, helping campaigns hit or exceed projections, and reducing pressure on the senior team by becoming a trusted, reliable pair of hands.

This isn't a role for someone who wants to sit on the sidelines. We need someone who likes the detail, cares about performance, takes ownership, and wants to be part of an agency where culture actually matters.

About MCM

MCM is an award-winning digital marketing agency specialising in events. We work with event organisers to get the right people in front of the right campaigns, on the right channels, at the right time.

We're proud to have been named one of Campaign's Best Places to Work 2026, once again recognising the culture our team has built together. We're also B Corp certified, which reflects our belief that how we do business matters just as much as the results we deliver.

We're a team that cares about performance, people and doing things properly. No jargon. No guesswork. No hiding behind vanity metrics. Just smart, data led campaigns that deliver.

The Role

As Paid Media Manager, you'll be responsible for the day-to-day delivery of paid media campaigns across key client accounts.

You'll build campaigns, optimise performance, analyse data, produce reports, spot opportunities, and make clear recommendations that help clients get better results.

You'll initially work closely with the Paid Media Lead and senior team, with the aim of eventually leading client calls and presenting performance updates directly to clients.

What you will be doing –

- Building, managing and optimising paid media campaigns across LinkedIn, Google and Meta
- Working across B2B events clients, including trade shows, exhibitions and conferences
- Using data to improve campaign performance and support better decision making
- Monitoring pacing, spend, performance and projections across a mix of accounts and budgets
- Producing clear, useful performance reports through tools such as GA4, Looker Studio and Supermetrics
- Using Google Tag Manager and GA4 to support tracking, measurement and reporting accuracy
- Spotting issues early and making proactive recommendations before problems escalate
- Working closely with the Paid Media Lead and wider team to deliver excellent client work
- Supporting client communication, with the aim of leading client calls and presenting updates over time
- Staying tuned into platform updates, industry trends and new opportunities across paid media

What we need from you

The essentials

- At least 2 years' experience in a similar paid media role
- Agency experience is essential
- Must be easily commutable to London
- Confident, hands on experience across LinkedIn, Google and Meta
- Strong understanding of campaign build, optimisation, testing, reporting and performance analysis
- Experience using GA4 and Google Tag Manager
- Confident working with data and turning it into clear actions
- Highly organised, with the ability to manage multiple campaigns and deadlines
- Strong communication skills and the confidence to grow into client facing responsibilities
- Comfortable working at pace without dropping standards

Nice to have

- Experience across TikTok and Microsoft Ads
- Experience using Looker Studio and Supermetrics
- Channel certifications across Google, Meta, LinkedIn or similar platforms
- Experience working on B2B events, exhibitions or trade show campaigns

The kind of person who will thrive here

- Skills matter, but values matter just as much.
- We're looking for someone who is enthusiastic, collaborative, proactive, self accountable, honest, and a natural problem solver.

You'll enjoy this role if you:

- Bring energy, curiosity and commitment to your work
- Take ownership without needing to be chased
- Stay calm under pressure and look for solutions rather than excuses
- Care about the quality of your work and the results it delivers
- Listen properly, share knowledge and support the people around you
- Are confident with data, but can also explain what it means in plain English

- Keep an eye on what is changing across paid media and bring fresh thinking to the team
- Act with integrity, especially when things are difficult or uncomfortable
- Want to be heard and are ready to contribute ideas, not just complete tasks

Why join MCM?

You'll be joining an award-winning agency with a culture we're genuinely proud of.

You'll learn from a highly experienced and skilled paid media team, work on exciting B2B events clients, and have the freedom to shape accounts rather than just follow instructions.

You'll be part of a team where ideas are welcomed, people are trusted, and everyone is expected to help make the work better.

Benefits

- Hybrid working
 - London Bridge office, 7 minutes' walk from the station
 - Fixed Thursday office day, with other in person days as needed
- Private medical insurance
- Quarterly team activities

How to apply

Apply by sending us your CV and cover letter to careers@mcm.click

We're looking for someone who can bring proven agency experience, strong hands on platform knowledge, and the right attitude to help us keep delivering brilliant work for our clients.

Equal opportunities

MCM is committed to building an inclusive and welcoming workplace. We welcome applications from people of all backgrounds, experiences and perspectives. What matters to us is your ability, your attitude, your values, and the impact you can make.