

51°27'17"N , 002°35'39"W

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**Senior Paid Media Manager**

**Job Role Specifications**

# Senior Paid Media Manager

## No boring brands here.

At Navigate, we work with brands with purpose, that help us explore and protect our world. Brands like the RSPB, The National Marine Aquarium, The Sea Life Trust, the Japan National Tourism Organisation, Visit Catalunya, Visit Mauritius, DFDS and more - check out our website to get a flavour for who we are [www.navigate.agency](http://www.navigate.agency), and if you like what you see, please read on.

We're looking for our next collaborator; a Senior Paid Media Manager, who will oversee growth for our clients and take ownership of our paid media strategy.

Your responsibilities will include the development and implementation of advertising strategies, ensuring we continue to deliver exceptional results. In addition, your expertise will be required in shaping new business pitches and developing skills within the team to support the delivery of our paid media services.

As a key point of contact between Navigate and our paid media clients, it is essential that you are comfortable in a client-facing role and are confident in leading discussions on how best to optimise and refine campaign activity. You'll also be confident undertaking reviews of clients' current strategies, following this up with recommendations.

For this role, it would be helpful, but not essential, to have knowledge of factors and variables impacting the travel and tourism sectors.

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# What does great look like?

We're looking for someone with a particular set of skills ;-)

- At least five years of hands on experience crafting and delivering successful campaigns across Paid Search and Paid Social channels
- High-level working knowledge of biddable media and key partner platforms (Google Merchant Centre, Microsoft Ads, Meta Ads, LinkedIn, TikTok and more)
- An on-time, on-budget and on-target advertising campaign track record
- An excellent understanding and experience of relevant supporting technologies, including the Google Advertising Suite (GA4, Data Studio, Tag Manager, Google Ads)
- Strong analytical skills for thoroughly reviewing campaign performance with the ability to effectively communicate results and recommendations
- Excellent verbal and written communication skills, with the ability to build strong relationships with both internal and external stakeholders
- A proven ability to stay up to date with the latest developments and identify new opportunities and innovations to develop our offering
- Strong communication and leadership skills, with a coaching and nurturing approach to developing your team and a proven track record in successful management
- An understanding of the wider digital advertising landscape, including digital TV and audio
- Prior experience working with tourism or conservation brands would be a bonus
- A passion for great work that you are proud of, but not for any old brands, for brands that actually make a difference.
- Our team fits together around the following core values. If this is you, maybe we're your kind of business?
  - We're **Dynamic** - the world is changing apace - we adapt, innovate and thrive.
  - We **Do What We Say** - in our work, with our clients and with our B Corp commitments - whatever the challenge, we'll find a way.
  - We're **Collaborative** - we all chip in, we work together through the rough and the smooth and we're an essential part of our clients' teams.
  - We're **Planeteers** - we care about our planet a lot, and we know we can, and do, make a difference

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# The offer

As well as a salary of £40,000k - £48,000k per annum (dependent on your experience), we provide:

- Flexible working hours and hybrid working options
- 25 days holiday, plus Bank Holidays
- Company Profit share
- A wellness budget - to spend on boosting your wellbeing – think gym memberships, physio, massages etc
- Quarterly company-wide check-ins and socials
- A generous training budget
- Industry training sessions
- A welcoming and friendly company culture that promotes a healthy work/life balance

And that's just for starters, with more benefits based on length of service!

**To apply for this role, please send a CV and cover letter to [holly@navigate.agency](mailto:holly@navigate.agency)**

*Navigate is an equal opportunities employer and committed to creating a diverse and inclusive working environment. We welcome applications from anyone suitably qualified for each role and when it comes to recruiting, hiring, developing and promoting employees, we treat everyone equally regardless of their age, sex, sexual orientation, race, nationality, gender reassignment, marital or civil partnership status, age, disability, colour, ethnic or national origin, religion or belief, and place an obligation upon all of our employees to respect and act in accordance with this policy.*

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