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Corporation

Head of Paid Media

Job Role Specifications

Head of Paid Media

No boring brands here.

Navigate is an award-winning and BCorp-certified digital marketing consultancy based in the centre of Bristol, just a stone's throw from St Nick's Market. Our expertise in strategy, paid media, and creative campaigns has positioned us as the UK's leading marketing consultancy for travel and conservation brands.

We work with purpose-led brands and those that help us explore our world. Brands like the Roman Baths, The National Marine Aquarium, The Sea Life Trust, The National Lobster Hatchery, National Park Rescue, The Royal Geographical Society and more - check out our website to get a flavour for who we are www.navigate.agency, and if you like what you see, please read on.

We're now looking for an expert Head of Paid Media to join our growing team. This role calls for someone ready to guide our paid media team, drive impactful outcomes, and revolutionise our approach to digital advertising. A background with at least six years of hands-on experience in paid media, inclusive of three years supervising teams and operating at a strategic level, would be ideal for this role.

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About the role

The Head of Paid Media role holds significant importance within the Navigate team, serving as a crucial driver in shaping our digital advertising direction to consistently surpass our clients' expectations. In this position, you will actively engage in technical aspects alongside your team members, while also taking on project management responsibilities across our paid media initiatives. Your primary focus will be on devising scalable paid media strategies, analysing intricate data to yield impactful results, and crafting campaigns that resonate and align with brands of genuine purpose.

As the mastermind behind our paid media efforts, you'll lead with innovation, always on the hunt for fresh approaches to enhance campaign performance. Your comprehensive grasp of the digital advertising domain, combined with an acute analytical ability, positions you uniquely to respond to the dynamic nuances of industry trends. Whether it's pivoting strategies for the ever-evolving tourism and conservation sectors or identifying uncharted opportunities in the digital space, your foresight and adaptability are paramount.

Leading the paid media team, you'll embed a culture of continuous learning through mentorship and guidance, sharing cutting-edge insights and developing your team to become experts in their field. Moreover, your articulate communication skills will see you regularly briefing senior stakeholders, complementing your updates with your expert insights.

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Your responsibilities

The Head of Paid Media reports into our Operations Director, and encompasses a mix of strategic vision, hands-on implementation, and nurturing both client and team growth. If you possess a genuine passion for paid advertising, enjoy managing your own client portfolios and are driven to lead transformative digital strategies, this could be the role for you.

- Leading the paid media function and crafting our overarching digital advertising strategy.
- Spearheading campaigns across key ad platforms, (including Google Ads, Google Merchant Centre, Microsoft Ads, Meta Ads, LinkedIn, TikTok, and more), both for your own accounts and those managed by the rest of your team.
- Delivering on-time, on-budget, and on-target advertising campaigns.
- Structure, build, and launch campaigns, while diligently monitoring and optimising client budgets to ensure campaigns consistently meet target KPIs.
- Conducting a deep-dive analysis of campaign performance, supported by relevant advertising technologies.
- Utilise ad platform interfaces and GA4 for comprehensive campaign analysis, and conduct attribution assessments to measure multi-channel campaign success.
- As this is a hands-on role, you will be required to diagnose and address account performance issues.
- Fostering solid relations with senior stakeholders, including managing relationships with industry-specific platforms.
- Regularly presenting nuanced campaign performance reports at a high level, while also proposing actionable solutions for improvement.
- Management, mentoring and guidance of the paid media team, promoting continuous learning.
- Staying aware of the latest developments in the field, ensuring the team and clients are always a step ahead.
- Pioneering advertising innovations and integrating them where relevant.
- Reviewing client strategies with a keen eye, searching for ways to amplify campaign efficacy.
- Collaborate with the sales team to develop forecasts and KPIs for pitches; addressing and analysing client briefs from a paid media standpoint.

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What does great look like?

We're searching for a seasoned paid media expert, with a mastery of key biddable media platforms and outstanding track record in delivering successful digital advertising campaigns. Adept with a range of tools from the Google Advertising Suite to other supporting technologies, you're not just aware of the latest digital trends; you're ahead, pinpointing opportunities and spearheading innovations.

Your analytical prowess is matched by your articulate communication. Reviewing complex campaign data is second nature to you, and you present findings, insights, and recommendations with clarity and conviction. Furthermore, your exceptional verbal and written skills are manifested in the robust relationships you've built with senior stakeholders, showing an ability to manage and nurture these relationships, especially with industry-specific platforms.

You're also an inspiring leader; elevating, mentoring, and growing your team, always guiding towards excellence. As the face of our paid media endeavours, your interpersonal skills shine, especially given the client-facing nature of the role.

As this is a hybrid role split between project management and technical aspects, excellent people skills are essential. Furthermore, while this role will lead from the front, a willingness to take a hands-on approach is crucial.

While a background with travel or conservation brands would be an advantage, your passion for doing enjoyable work with purpose-driven brands truly defines you. If you see advertising not just as promotions but as a platform for positive change and are always geared up to bring transformative ideas to the table, we'd be keen for a chat.

As part of our commitment to flexibility and work-life balance, we operate on a hybrid working model, combining both home-based and office working days.

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The offer

As well as a salary of £50,000k - £60,000k per annum (dependent on your experience), we provide:

- Flexible working hours and hybrid working options
- 25 days holiday, plus Bank Holidays
- Your birthday off
- 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
- An annual summer trip and a cracking Christmas party
- 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

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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