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**Paid Media Manager**

**Job Role Specifications**

# Paid Media Manager

## No boring brands here.

At Navigate, we work with brands with purpose; those that help us explore and protect our world. Brands like the Roman Baths, The National Marine Aquarium, The Sea Life Trust, the National Museum of the Royal Navy, Ecoflix, Yeo Valley, DFDS and more - check out our website to get a flavour for who we are at [www.navigate.agency](http://www.navigate.agency), and if you like what you see, please read on.

We're looking for our next sustainable marketing champion; a Paid Media Manager who will be charged with driving the success of our digital advertising campaigns, ensuring they stay within budget and meet client KPIs.

This role requires someone with strong levels of autonomy and the ability to manage a significant portfolio of clients. You'll be driven by delivering best in class advertising solutions and strategies, confident in delivering activity across various paid social media channels, and have a genuine interest in developing your digital skills to match our clients' individual needs. You'll also be tasked with analysing live campaigns against objectives, advising on optimisations where necessary and making recommendations to meet targets.

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# What will you be doing?

- Account management of a number of paid media projects - this might include BAU, Google Grant and data capture campaigns.
- Management of campaigns across multiple ad platforms, including Google Ads, Meta Ads, Microsoft Ads, Pinterest, LinkedIn, TikTok and any other emerging platforms.
- Structure, build and launch campaigns for new and existing clients.
- Daily optimisation and monitoring of client budgets.
- Optimisation of accounts and campaigns to ensure target KPIs are met.
- Engage in in-depth product feed optimisation and demographic targeting.
- Build, nurture, and maintain strong relationships with clients, in order to be able to tailor best-practice recommendations to their circumstances.
- Generate and present comprehensive performance reports, both internally and for clients.
- Employ ad platform interfaces and GA4 for in-depth campaign analysis.
- Conduct attribution analyses to gauge multi-channel campaign effectiveness.
- Diagnose and address performance issues in paid media accounts.
- Introduce and suggest innovative advertising products to relevant clients.
- Collaborate with our sales team to develop forecasts and KPIs for pitches.
- Analyse and address client briefs from a paid media standpoint.
- Mentoring of junior team members.
- Remain up to date with the latest advancements in advertising platforms, sharing this knowledge with the wider team.

This is a hybrid role, with a mixture of paid media support and account management.

Therefore, as a point of contact between Navigate and our paid media clients, it is important that you are comfortable in a client-facing role.

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

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# What does great look like?

We're looking for someone with the following skills:

- At least four years of hands on experience crafting and delivering successful campaigns across Paid Search and Paid Social channels.
- Strong working knowledge of biddable media and key partner platforms (Google Merchant Centre, Microsoft Ads, Meta Ads, LinkedIn, TikTok and more).
- Detailed understanding and experience of relevant supporting technologies, including the Google Advertising Suite (GA4, Looker Studio, Tag Manager, Google Ads).
- Strong analytical skills for thoroughly reviewing campaign performance with the ability to effectively communicate results and recommendations.
- An on-time, on-budget and on-target advertising campaign track record.
- 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.
- 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 £34,000k - £39,000k 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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