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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; 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.

Our continued growth means that we're now looking for the next collaborator to join our team; a Senior Paid Media Manager, charged with developing innovative digital strategies to ensure campaign success, and maintaining client happiness. The ideal person will have at least five years of hands-on expertise in crafting successful campaigns across Paid Search and Paid Social channels, honed in either an agency or client-side setting.

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# About the role

Entrusted with the responsibility of managing an impressive portfolio of paid media accounts across a number of platforms, the role of the Senior Paid Media Manager will involve comprehensive media planning, account optimisation, and ensuring our clients hit their target KPIs. From the first spark of a campaign's conception to its launch, you'll be involved every step of the way.

This role offers the best of both worlds, combining project management of paid media accounts with more technical aspects including optimisation. Beyond managing these campaigns, you'll be a bridge, forging strong client relationships, guiding junior team members, and continuously identifying avenues for innovation in the world of paid media. We're seeking someone who's adept at harnessing AI tools to streamline processes, and someone who's as enthusiastic about crafting compelling ad copy as they are about analysing intricate datasets.

To excel in this role, you'll need a knack for problem-solving, especially when it comes to troubleshooting account performance and conversion tracking discrepancies. You'll also be regularly called upon to produce KPIs for proposals, and have involvement in pitches.

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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# Your responsibilities

The Senior Paid Media Manager role reports into our Head of Paid Media and is a unique blend of strategic oversight, tactical execution, and harnessing of growth opportunities – both for our clients and within our team.

- Management of paid media accounts 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.
- Ensure client budgets are monitored and optimised daily.
- Optimise accounts and campaigns to ensure clients are hitting agreed target KPIs.
- Engage in in-depth product feed optimisation and demographic targeting.
- Project manage paid media campaigns.
- 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 the sales team to develop forecasts and KPIs for pitches.
- Analyse and address client briefs from a paid media standpoint.
- Management and mentoring of junior team members.
- Facilitate regular training and mentoring sessions to bolster team proficiency.
- Stay up to date with the latest advancements in advertising platforms, sharing this knowledge with the wider team.

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# What does great look like?

We're looking for someone with the following skills:

- At least five years of hands on experience crafting and delivering successful campaigns across Paid Search and Paid Social channels.
- Excellent 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).
- Excellent 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.
- Prior experience working with travel or conservation brands would be a bonus.
- 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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