

Paid Digital Executive

# The job at a glance

Reporting to the Head of Paid Digital and working within a team ranked as exceptional by our digital media partners (Google, etc.), you are responsible for successfully delivering paid marketing campaigns to achieve client objectives.

Highly numerate, comfortable with data and detail and keen to learn, you will have a constant pulse on client accounts, focused on creating and scheduling campaigns, researching audiences, and managing budgets to achieve the best results.

# Your responsibilities

* To develop, execute and optimise cutting-edge digital campaigns to achieve client goals and regularly updating stakeholders on performance, actionable insights, challenges and opportunities.
* To oversee and manage paid media budgets. This includes measuring and evaluating relevant paid media KPIs, and then providing analytical and status reports using the reporting tools at your disposal.
* To work closely with our Client Services team in the pursuit of client growth and performance improvement as and when required.
* To work closely with our paid media partners - Google, Bing, Facebook, and others - to maintain our market-leading approach to delivering performance-based marketing.
* To input and maintain client records with accurate, high-quality information to keep an up-to-date knowledge of customer activity. All conversations and transactions must be documented.
* To attend, prepare for and participate in one-to-one/team meetings to review/guide performance (including appraisals), share ideas and initiatives, communicate objectives, and agree on plans/focus.
* To recognise the importance and benefits of effective teamwork, assisting colleagues and providing cover when required. Plus, maintaining good communication links with other departments/teams/individuals across the business. You must be prepared to share credit and shoulder difficulties.
* To attend appropriate internal/external training sessions to increase skill set. Plus, as we work in an ever-changing industry that requires continual learning, you are responsible for continually updating your marketing/digital knowledge and sharing best practice skills with colleagues.
* To act as an effective, professional ambassador for the company at all external events, conferences, and presentations, and proactively on social media.
* To undertake special projects and tasks when required.

# Name:

# Date:

# Signed: