

_ Job Description

Paid Media Specialist

Strategiq

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Suffolk

Unit 16, Brightwell Barns,
Ipswich Road, Brightwell,
Suffolk IP10 0BJ

London

Unit 4.01 Soho Works,
Tea Building, 56 Shoreditch High St,
London, E1 6JJ

Midlands

Office 8, 1 Mill St,
Leamington Spa
Warwickshire, CV31 1ES

strategiq.co

Introduction

Formal Job Title

Paid Media Specialist

Place of Work

Suffolk office - Ipswich

Whilst we're flexible to day-to-day life, we love seeing people in the office so you'll be shoulder to shoulder with the team and clients at least 3-days a week.

Type

Full Time, Permanent

Line Manager

Head of Paid Media

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create the ideas that deliver results and drive growth. Founded in 2013, StrategiQ is a team of 55+ experts across our three studios in Suffolk, London and the Midlands. Every member of our team has a specialism, but they're all marketers.

_ Our mission is to be the strategic difference

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

Shoulder-to-shoulder, Getting there together.

_ Our Values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

_ Role Introduction

The Paid Media Specialist is responsible for managing paid media activities for our clients and producing results against agreed KPIs.

Working closely with the Marketing Performance Manager and account management team - you will provide dedicated assistance by meeting client biddable media needs on a daily basis.

This work may at times be short notice or ad hoc and requires a level of flexibility and a willingness to adapt to the changing requirements of our client base, covering a number of ad platforms such as Google Ads, Bing Ads and social media advertising.

STRATEGY

Marketing Strategy
Insights
Consultancy

CREATIVE

Brand Identity
UX/UI Design
Video
Animation

MARKETING

SEO
Paid Media
Social Media
Performance Marketing
Email Marketing
Customer Experience Marketing
Content
PR

TECH

Web Development
Digital Transformation
Website Support

_ Responsibilities & Required Skills

- Actively contribute to the management of paid media accounts for our clients on a daily, weekly and monthly basis.
- Work with the Marketing Performance Manager and account management team to ensure that all client accounts meet the robust commercial strategy that is in place and the specific performance targets and objectives that have been agreed.
- Manage budgets in line with strategy and ensure that monthly spend is on target to deliver the required return on investment.
- Continually measure and report on the effectiveness of your campaigns over the timeframes determined by their level of budget.
- Work with the data & content teams to ensure landing pages are effectively optimised for conversion.
- Clearly and effectively communicate with the team and where necessary - clients - by email and in meetings or conference calls. Make constructive and proactive recommendations to the Marketing Performance Manager.
- Effectively brief paid media tasks to colleagues where appropriate, providing detailed instructions, clear required outputs and support throughout.
- Maintain an awareness of emerging tools and software that enhance our offering and processes and keep up to date with emerging legislation that impacts paid media.

_ Experience we'd love to see

- A detailed understanding of paid media platforms; how they are used, relative audiences, their role in the marketing mix and customer decision-making process as well as how to generate results from each.
- An analytical eye and overarching interest in using data to influence your decision-making.
- Ability to write engaging, call-to-action focused ad copy and messaging.
- Eye for detail and a thorough approach to everything that falls within your working day.
- Be available to attend internal meetings in order to stay up to date with changes to client strategy and extract a brief for any future tasks.
- The ability to confidently articulate ideas and opinions to your Line Manager and - where appropriate in a structured setting - the wider team or clients.
- Have a methodical and structured approach to research that allows you to consolidate your findings quickly and effectively.

_ Benefits

- 1-day per fortnight R&D/Training
- Flexible Working from home and our offices in London, Leamington and Ipswich
- Excellent onsite barista coffee and cafe (all offices)
- Inclusive fruit and hot beverages within the office (plus breakfast at London)
- Inclusive gym membership (Suffolk Office)
- Competitive salary
- 15" Macbook Pro, 27" Monitor
- 20 Days Holiday + 3 Days holiday between Christmas and New Year
- Amazing clients across all sectors
- Annual employee awards
- Conference & training budget

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.