

_ Job Description

Paid Media Manager

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 Manager

Place(s) of Work

We have offices in Shoreditch London, Ipswich and Leamington Spa. 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 and Search

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 Manager is responsible for overseeing all paid media activity for our clients and producing results against agreed KPIs. KPIs will be forecasted and recommended by the Paid Media Manager and to help educate clients appropriately on their respective marketing platforms. There will be great influence and opportunity for the Paid Media Manager to oversee and take responsibility of the full lifecycle and strategy of their paid media clients. Building and forecasting to provide further channel/format recommendations and reporting.

As a senior member of the marketing team, this role will require the individual to participate in helping to win new business by observing new opportunities and working on pitch documents to help secure the prospect. Having full visibility on the revenue benign generated by each paid media account and how that contributes to the business' overall profit line.

Working closely with the other Paid Media Specialists and Account Management team - you will provide dedicated assistance by meeting client biddable media needs on a daily basis.

The Paid Media Manager will be responsible for mentoring team members, building sufficient roadmaps to take them on a journey and allow them to grow professionally. Growing the team not just by head count, but also by educating and teaching. Dedicated R&D and training time to be assigned to allow for appropriate, regular sessions to have one on one time with each team member.

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 channels from Paid Search to Programmatic Display and Paid Social to Video On Demand.

The full areas of the business and teams you may be required to collaborate with are as follows:

STRATEGY

Marketing Strategy
Insights
Consultancy

CREATIVE

Brand Identity
UX/UI Design
Video
Animation

MARKETING

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

TECH

Web Development
Digital Transformation
Website Support

_ Responsibilities & Required Skills

- As a senior member of the team, you will be responsible for building and forecasting each strategy against the client's KPIs. This will lead into your daily, weekly and monthly involvement in each account and quarterly client strategy session.
- Work with the other Paid Media team members, Performance team 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.
- Assist with managing the Paid Media specialists and Paid Media Executives on a day to day basis. Be involved with both their training, guidance and educational growth within both the business and industry.
- Make constructive and proactive recommendations to enhance performance to all internal stakeholders.
- 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.
- Forecast new opportunities to sell in, where appropriate, to grow existing business.
- Collaborate with the Head of Paid Media and Search on new business pitches to win new prospects and convert them into paying clients.
- Scope new opportunities and generate new opportunities for the Paid Media team and business.
- 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.
- Be available for both national and international travel when required to meet new prospects and existing client contacts.

_ 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.
- Experience working across a range of sectors including both B2B and B2C clients.
- E-commerce experience, working with the likes of Google Merchant Centre and optimising product feeds is desirable.
- How you have grown and utilised your personal brand to gain a positive outreach into the paid media community.
- Being a thought leader within either the digital or physical space through sharing thoughts, opinions or educating the wider community.
- 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.
- 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.

_ Typical week

- **50%** - Hands-on paid media delivery & Client strategies
- **20%** - Client communication & consultancy
- **10%** - New business & opportunities
- **10%** - Training and R&D initiatives
- **10%** - Internal meetings/communication & admin

_ Role Metrics

- **100%** of tasks completed on time
- **70%** - Billable utilisation
- **80%+** NPS results across all paid media clients
- **£3,000** - Worth of credible opportunities raised each month
- **100%** of clients exceeding paid media KPI targets

_ Benefits

- 30 days annual leave
- Yearly loyalty bonus
- Individual performance bonuses
- £1000 conference and training budget every year
- Life assurance and critical illness cover
- Everyday health care cover
- Enhanced sick pay
- Hybrid working
- Volunteering leave and salary sacrifice for extra holiday

- Regular social events
- Gym membership (Suffolk office only)