

# Senior Paid Media Manager

StrategiQ

## About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

## We are

**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. boundaries of the possible.

## How this role makes a difference at StrategiQ

As a Senior Paid Media Manager at StrategiQ you'll play a vital role in the delivery and growth of our paid media services to clients. You'll have responsibility for strategy and implementation of paid media activity for your clients with the opportunity to take your obsession with your craft and translate it into world-class paid media campaigns that produce results against client KPIs.

You'll work directly with the Head of Paid Media, other heads of departments and their teams, and our Client Managers and Directors. You'll be the owner of multiple clients across different industries delivering work to the highest standards and helping shape and deliver pitches to win new business - so bringing a clear and thoughtful perspective and understanding the latest trends will be essential to your success.

Whatever you're doing you'll help build the knowledge and skills of those around you, whether that's with other members of the paid media team, our clients or the wider team at StrategiQ. With you in the team we'll fly the flag for the importance of paid media in our clients' marketing mix.

## Skills & experience we want you to bring and develop

### Technical skills and experience

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| Paid media strategy & delivery - deep knowledge of paid media platforms and uses within the marketing mix, and experience designing and implementing and optimising world-class strategies for our clients | Essential |
| Reporting - able to communicate clearly and methodically in understandable reports and metrics that add value and confidently communicate our impact to clients in an engaging way                         | Essential |
| Paid Search - understanding of and experience planning and running campaigns   | Essential |
| Paid Social - understanding of and experience planning and running campaigns   | Essential |
| Ecommerce - working with platforms like Google Merchant Centre and optimising product feeds  | Essential |
| Above the line advertising (ATL) OR programmatic - experience in strategy and implementation of paid media campaigns in one, or both of these disciplines  | Desirable |
| Copywriting - writing engaging, call to action focused ad copy and messaging   | Essential |
| Commerciality - understanding of agency business model and financial management of projects  | Essential |
| Agency experience - 7+ years managing Paid Media projects working across a range of sectors including B2B and B2C, ideally enterprise level, clients   | Essential |
| Pitching - experienced at pitching and winning work and participating in pitch teams as paid media expert  | Essential |
| Reputation - an established industry reputation, a strong personal brand, your own network and you'll be regularly sharing a clear point of view on paid media outside of your role                        | Desirable |
| Public speaking - experience speaking at industry events or conferences  | Desirable |

**Power skills and experience**

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| Collaboration and teamwork - with clients and internal teams to support high-performance and delivery of the best work   | Essential |
| Relationship building - able to build confidence with others, engage people and persuade   | Essential |
| Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, asking for support where it's needed and making sure we keep our commitments | Essential |
| Communication - can talk confidently, present ideas clearly and have challenging conversations with people at all levels including our most senior clients   | Essential |
| Attention to detail - understanding the importance of and delivering to a high-standard with accuracy of information, spelling and grammar, and clear  | Essential |

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presentation of work

## What you'll be responsible & accountable for

- Responsible for building and forecasting each paid media strategy against the client's KPIs and leading the day to day delivery of high-quality work, to budget, for each client..
- Responsible for evaluating and improving the performance of paid media across your clients, proactively making recommendations and adjusting our approach to deliver the high-performance for our clients
- Responsible for working with Client Managers and Client Directors to ensure accounts meet the commercial strategy in place with clear performance targets agreed for each client against which we manage budgets and prioritise activity to deliver the required ROI.
- Responsible for reporting on paid media activity and contributing to quarterly client QBRs to demonstrate value and optimise activity.
- Responsible for partnering with data and content teams to ensure landing pages are effectively optimised for conversion.
- Responsible for pitching and winning work with existing and new clients. Identifying opportunities, building relationships in chemistry meetings, writing proposals and pitch decks, and advocating for the paid media service line internally and to the wider industry.
- Responsible for maintaining up to date awareness of emerging tools, technologies and legislation impacting the future of paid media.
- Responsible for supporting less experienced members of the team to develop their skills.

## When you're successful in this role

- You'll be bringing new insights, ideas and a fresh perspective on paid media to the agency, inspiring and exciting those outside the team about the value of paid media within the clients' marketing mix.
- You'll be designing and delivering paid media campaigns that outperform expectations and engage our clients with the possibilities of investment in paid media.
- Your reputation internally means you'll be called on for your expertise and involved in efforts to win new work and grow the impact of our team.
- You'll be respected by clients who seek and listen to your perspective to inform their marketing strategies.
- Alongside other measures, your principal performance metrics will be:
  - a. Client feedback on your work
  - b. Performance of accounts you manage to the agreed campaign metrics
  - c. Financial performance of your accounts - work delivered profitably
  - d. Opportunities for revenue growth identified

## Your typical week

- **50%** - hands on paid media delivery
- **20%** - client strategy, audits, reporting and pitching
- **20%** - training, mentoring others and R&D
- **10%** - client communication, internal collaboration and admin

## **A successful first 6 months with Strategiq**

In 3 months you will have:

- Built great relationships with key peers around the agency; establishing your internal network and sharing the skills and knowledge that you bring to the team
- Grown your understanding of Strategiq, our service lines and our clients so that you can talk confidently about what we do and have a good understanding of the businesses for our key clients
- Delivered paid media activity for clients successfully, shaping strategy, proposing work to clients and successfully delivering all aspects of the work

In 6 months you will have:

- Contributed across many clients and projects bringing valuable insights to shape and deliver paid media strategy
- Successfully contributed to new business with existing or new clients, actively contributing ideas to shape the opportunity, meeting with clients and forming part of the pitch team