Job Description – Paid Social Marketing Executive

About the Role

As Paid Social Executive you will assist the strategy and oversee the delivery of our always on Paid Social campaigns. You will be responsible for Paid Social budget in excess of £1M and will work closely with our media agency in London as well as tech providers such as Facebook, Instagram, Twitter, LinkedIn and be a key driver into the adoption of other social channels to reach younger audiences such as Snap and TikTok. As a digital native, you will be committed to constantly improving performance and achieving targets through a data-driven approach to optimisation.

Key Responsibilities

- Manage the relationship with our media agency partners, championing best practice, improving processes and delivering efficient paid campaigns.

- Collaborate with the media agency to prioritise audiences, creative recommendations, manage performance and set budgets thresholds

- Own the Paid Social Media strategy and integrate with Organic Social Media activity to ensure a holistic approach

- Exceptional analytical skills - Ability to identify poor performing campaigns, the possible causes, and develop solutions/optimisations to improve efficiencies

- Experience of reporting and achieving paid social performance brand and performance targets

- Management of a complex test and learn framework including executing and evaluation
Skills and Experience

• A degree and relevant professional qualifications or equivalent experience within a marketing, advertising or business related discipline

• Significant demonstrable experience of managing Paid Social acquisition campaigns, for an organization of similar size/market leader position.

• Proven capability of managing substantial Paid Social marketing budgets (circa £1M plus)

• Proficient with measurement tools and partnering with independent media auditors to monitor, address and drive effectiveness

• Ability to oversee the execution of a robust test and learn framework of initiatives

• Experience of collaborating with top flight creative, media and marketing agencies

• Highly tuned creative flair, understanding of creative process and demonstrative application across a variety of marketing channels