

# Paid Search and Social Manager

Performance Media team

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Hiring Manager: Tristan Moakes



Penna

# ABOUT THE ROLE

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You'll be part of our Performance Media team, which specialises in managing ad campaigns for clients across a wide range of channels from Google to TikTok.

You'll take the lead on campaigns that run through paid search and paid social. You'll oversee everything from planning through to implementation and optimisation. There will be several different campaigns on the go at any given moment, so you'll need to be comfortable managing simultaneous work streams. The team is comprised of specialists in data, strategy and ops, with apprentice joiners to support on the day-to-day tasks.

We're based at brand new offices in Spitalfields, right next to some of the best shops and lunch spots in London. Since we've all been working remotely for the past year, we've started planning for a more flexible approach to office life so you might not be living in the London area.

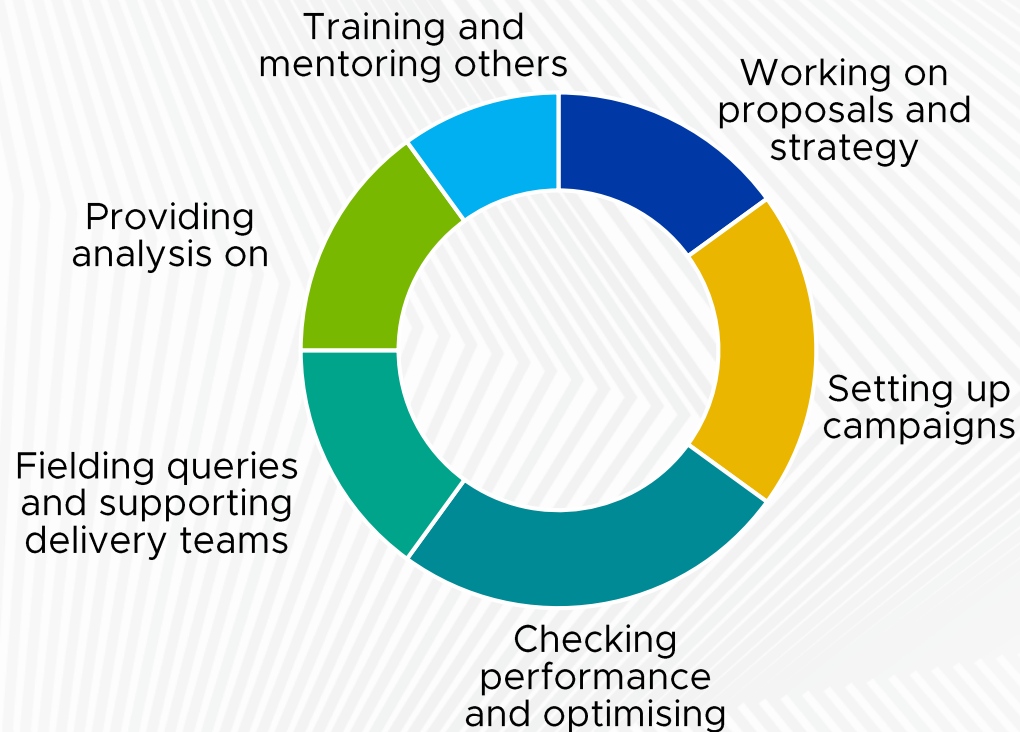
# WHAT YOU'LL DO

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- Creating bespoke strategies for clients across Paid Search and Paid Social
- Implement and optimise campaigns on individual platforms
- Review performance daily and implement optimisation changes
- Work with client delivery teams to maximise opportunities to expand client accounts
- Constantly reinforce the 'best practice' approach to Paid Search and Paid Social
- Support the Social Team with advertising on Twitter, Facebook/Instagram, Snapchat, TikTok, Pinterest and LinkedIn
- Build and maintain relationships with stakeholders at the media platforms we work with
- Write monthly campaign reports analysis and recommendations
- Ensure that campaign budgets spend at correct pace, and ensure over/under spends are prevented
- Work closely with the Finance team to ensure invoices are processed correctly and on time
- Carry out internal training and knowledge share sessions on paid social and search
- Keep up to date on new capabilities and products launched in the market
- Prepare and lead meetings specifically related to Paid Media projects
- Grow strong relationships across all agency functions
- Work closely with the Creative and Web Teams when required

# A typical week might be

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# KEY RELATIONSHIPS

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PERSONS/COMMUNITIES	NATURE OF RELATIONSHIP
Head of Strategy / Performance Channels	Direct line manager
Client Delivery Managers, Digital Marketing Apprentices, Client Partners, Comms Strategy Manager, Analytics Manager	Key internal relationships

# PERSONAL ATTRIBUTES, SKILLS, KNOWLEDGE, AND EXPERIENCE

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- Experience planning and managing complex campaigns of £100k+ budgets for a range of clients
- Client-facing experience within an agency highly beneficial
- Knowledge of Google Ads and Facebook Ads Manager is essential
- Passion & knowledge of the digital & social space
- Excellent written and verbal communication skills.
- Effective and pragmatic negotiation skills
- Good understanding of Google Analytics, MS-office, especially PowerPoint & Excel
- Knowledge of SEO beneficial
- Able to effectively manage simultaneous campaigns/projects
- Experience of Social listening tools would a bonus

# PENNA BEHAVIOURS

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All employees within Penna must demonstrate behaviours consistent with the corporate values; Accountable, Supportive, Collaborative and Inspiring as listed below:

<p><b>ACCOUNTABLE</b></p> <p>Does what they say they will do</p>	<ul style="list-style-type: none"> <li>• Builds open, honest and realistic relationships with customers and colleagues</li> <li>• Reliable and acts with integrity</li> <li>• Determined and passionate about delivery the best</li> <li>• Accountable</li> </ul>
<p><b>SUPPORTIVE</b></p> <p>Creates an environment where people can give of their best</p>	<ul style="list-style-type: none"> <li>• Seeks to understand the needs and concerns of others</li> <li>• Creates a learning environment</li> <li>• Seeks feedback from other in order to learn and develop</li> <li>• Inspires others to achieve their goals</li> </ul>
<p><b>COLLABORATIVE</b></p> <p>Works as part of one team</p>	<ul style="list-style-type: none"> <li>• Pulls together to put the customer first</li> <li>• Support colleagues without waiting to be asked</li> <li>• Helps others succeed and celebrate their success</li> <li>• Actively looks to break down barriers and finds ways to work together</li> </ul>
<p><b>INSPIRING</b></p> <p>Creates new possibilities</p>	<ul style="list-style-type: none"> <li>• Comes to work to make a difference, sets high goals and gives 100% personal energy</li> <li>• Believes in what we do and demonstrates this through actions</li> <li>• Regularly challenges thinking and is open to new ideas and ways of working</li> <li>• Has ambition and confidence to do thinks in new ways and to create and deliver inspirational solutions</li> </ul>