

# Media Buyer

**Farringdon, role will have WFH flexibility**

## **The Company**

Full service digital performance marketing agency, providing everything required to deliver successful acquisition campaigns in a range of sectors including e-commerce, subscriptions, publishing, Financial Services and services.

We work with major household brands, as well as delivering campaigns for a range of start up's and scale up's, the thing that all of our clients have in common is a focus on sustainable growth and ROI. Our key services are Paid search, Paid Social, Affiliate marketing and programmatic display.

Our approach is to provide a fully outsourced service to advertisers taking on all elements of performance marketing. Our strategy, creative approach and focus on our client's business objectives helping our advertisers to deliver most effective campaigns possible.

***We're looking for a Media Buyer who can effectively deliver digital marketing strategies for our clients. Your experience will be working across Direct Response campaigns, understanding the sensitivity of CPA's/CPL's – working towards campaign objectives and targets. This role is perfect for an experienced media buyer who loves what they do and enjoys being a practitioner.***

Responsible for the day to day in optimisation across Paid Search & Social channels. Understanding and analysing client performance, working alongside our senior planners to enhance campaign performance. Helping our clients reach their full potential by understanding their business mechanics, proactively supporting their expansion and increasing their overall success.

***This role is not for someone who doesn't like to get their hands dirty, this role is for someone who likes to see their projects through and knows intricate details of all the relevant platforms.***

The success of this role will be measured through client growth, retention, and channel expansion.

## **Key responsibilities**

The role requires a combination of analytical and creative skills, and a hunger to achieve the client's performance goals.

The successful candidate will be required to

- Setup, implement, track and optimise a variety of PPC campaigns across a range of digital channels including Google, Facebook & Bing
- Implement New Ideas and Test Different Creative
- Conduct keyword research and analyse keyword performance to feedback to Senior Planners & Account Managers
- Audit potential clients for Biz Dev team – providing Keyword plans, creative audits, copy writing etc
- Oversee existing campaigns and make recommendations on how to optimise them
- Analyse trends and make data-driven decisions
- Build and implement creative strategies for a range of clients to meet KPIs
- Support and collaborate with the team to creative successful, cross channel campaigns
- Gather insights on competitor presence and campaign initiatives.
- Continually improve knowledge of Paid Media techniques and ensure learnings are delivered
- Manage budgets/forecasts to maximise all returns and ensure KPI targets are met for clients
- GA Analysis, dashboard management and data flows
- Creative & landing page CRO knowledge

## **Key requirements & experience**

- 2+ years' experience running campaigns across Google Adwords (Search, Shopping, UAC & Display preferably), Bing
- Adept in using web analytics software, using tools such as Google Analytics
- Google certification in Google Ads & Analytics is essential
- Working knowledge of Facebook Ads Manager and campaign management
- Working understanding of GTM. Experience implementing tracking is a plus
- Sharp eye for detail and a hunger to achieve success for the advertiser, Planit and themselves.
- Knowledge and experience of running Facebook activity in a direct response environment, working to CPA, CPL and CPI goals
- Comfort working in a fast-paced, always-on, start-up environment
- Experience with the following tools is a plus: Content Advertising, PPV, Taboola, Outbrain, Funnel.io or Data studio.

## **Package:**

- Competitive basic
- Monthly team bonus
- Company Pension
- Stylish office – currently working from home during COVID, flexible return to work – in line with government guidance.
- Fantastic team and collaborative environment
- Monthly socials
- Office snacks
- Training & support