



Paid Social Media Account Manager

Mighty Social

About the role

As a Paid Media Account Manager you will be part of a bright and friendly growing team. You will be responsible for ensuring the growth of your accounts and the execution of campaigns whilst constantly looking for opportunities to improve performance and proposing new tests. You will also be responsible for making spend forecasts and ensuring campaigns deliver on agreed targets in order to manage clients' expectations. You will have strong understanding of how to run conversion campaigns and be passionate about delivering strong ROI and brand awareness for clients. You will also have a passion for working on strategy and new pitches in order to help the agency secure new business.

You will be the main point of contact for your clients so it is important that you establish a good relationship with them. Managing communication with all the campaign stakeholders will be key and your goal should be to always meet and exceed expectations. In order to deliver top-class service, a detailed understanding of campaign dynamics and of the clients' business will be needed.

As part of the paid media team the functional part of your role will be important in building upon our expanding paid social offering and you will be expected to contribute to best practice and to share knowledge across the board around all things paid media.

Mighty Social is an Equal Opportunity Employer. We welcome everyone regardless of race, colour, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and disability.

The ideal candidate's skillset:

Client and campaign Management

- Manage clients' expectations - agree on targets and forecasts and how to achieve them
- Deliver in depth analysis to understand performance beyond top line metrics with a view to secure more budget and propose new tests
- Assist in ensuring the agency delivers consistent quality across accounts
- Work on strategy and putting together media plans
- Implement best practices and contribute to team knowledge sharing
- Understands clients' business and the KPIs
- Contribute to putting together pitches for new clients in order to secure new business.

Media Skills

- Experience of managing paid social campaigns with a strong understanding of how to deliver conversion as well as branding campaigns.
- Continue to develop experience in all paid media; this includes 3rd party platforms and ad technologies
- Show a good understanding of the digital marketing landscape

Supporting the team

- Deliver training to junior team members in accordance with best practice and your area of expertise
- Leverage team members' skills to deliver results in clients' campaigns
- Share your knowledge to help keep the team on top of paid media best practice and trends.

Skills and Experience

- Around 3+ year's experience and an in-depth knowledge of working on paid social campaigns across all platforms - Facebook, Instagram, Pinterest, LinkedIn, Twitter and YouTube in particular.
- Experience of working across PPC campaigns is a bonus.
- Experience of working with B2C clients.
- Strong analytical skills and a natural affinity for numbers; you must be able to analyse platform data, draw conclusions and develop actionable recommendations as needed
- Keen eye for detail with an understanding of how to optimise campaigns run on different social media platforms
- Flexibility to deal with the demands of project deadlines and ever-changing platform functionality
- A self-starter with initiative and drive to succeed; the ability to manage your own workload and identify ways to improve things
- A passion for everything digital, with an active interest and understanding of digital and social media marketing industry trends
- Good communication skills; the ability to think on your feet, to be creative and to simplify complex issues for clients
- Degree or equivalent is desirable

What are the perks of working at this company?

- Part of Next 15 Communications Group plc - they own about 15 companies involved with digital marketing, content creation, tech; we have access to the services of these agencies as well as opportunities to join forces when pitching so we can talk to very big and exciting brands such as Apple, Cisco, Google, Hasbro, Marriott, Microsoft, Sony, Telefónica Digital and YouTube (these are part of their portfolio already).
- Award winning company
- Birthday off – extra holiday day

- Flexible working hours
- 23 holiday days + 8 bank holiday days - holiday allowance increases by 1 day every year
- Performance-based bonus
- Company pension scheme
- Annual training budget
- Amazing team of nice, intelligent people to work with - fun and challenging
- Company nights out / team building activities
- Office located in Great Portland Street– easy access to lots of commute options
- Annual salary reviews
- Team lunches

Please email Alistair@mightysocial.tech and alina.nistor@mightysocial.tech with your CV and a cover letter if you wish to apply for this role.