

Job Title: Paid Media Manager – B2B

Department: Activation

Reporting to: Digital & Social Director

Location: London, Wandsworth (Currently remote)

Date: April 2021

Job Purpose

Exciting role working for an integrated B2B marketing agency with a client base of leading technology and business services clients.

This is an innovative agency that strives for best-in-class campaign delivery and has a reputation for creating and delivering effective and cutting-edge marketing strategies and plans for their clients. Due to expansion MBA are currently looking for a Social Media Manager to work across a number of client accounts focusing on social media strategies and initiatives.

In order to be successful this role we are looking for someone with a proven track record in creating and driving B2B social media plans and campaigns across all channels - gained client or agency side. You will also have good project management skills and the ability to work across a number of internal and external stakeholders to drive ideas and build strong relationships. This would be a great opportunity for someone who is looking for a refreshing environment to gain solid project ownership and further grow their planning, commercial and strategic skills.

Responsibilities

- Day-to-day paid media operations across B2B platforms (Google Ads,

- Experience working on Paid Media execution for B2B environments is important
- Analytical thinking, the successful candidate will be confident analysing and present campaign results and recommendations to clients

Values

Everyone in the Company is expected to live the values in all that they do, put simply they are our promise to each other and form a critical element of the business's ongoing success.

Our values underpin our actions and are used to measure and evaluate individual performance and behaviours:

- Deliver & Delight
- Force for Good (Mellon Educate)

Person Specification

Formal Education & Certification

Education and certification is of less importance to MBA, as long as you have the right knowledge, experience and personal attributes (see below). Qualifications and certifications are considered nice to have, not mandatory.

Knowledge & Experience

Demonstrable experience within;

- 2-5 years of hands on experience when it comes to paid media management
- Experience with planning tools and ROI measurement tools
- Working in close collaboration with internal teams and departments

- Problem solving
- Attention to detail
- Process oriented (yet agile)
- Results-Driven

Remuneration/Benefits

- Competitive salary
- Pension scheme
- 23 days holiday per year increasing by 1 every year to a maximum of 25 days (plus 8 days bank holiday)
- Additional holidays; 1 duvet day, 1 birthday, 1 moving-house, etc.
- Monthly PACE award
- Monthly buzz club contribution
- Quarterly STAR award
- Much more...

Find out more

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