

navigate

51.4546° N, 2.5973° W

Senior Paid Media Manager

Job Role Specifications

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About Us

For over twenty years, **Navigate** has been shaping success stories for tourism, heritage, nature and culture organisations worldwide.

We define positive-impact as a conscious effort to create meaningful and lasting benefits for places, people and planet. We're proud to work with some of the world's leading positive-impact brands.

Our work involves crafting strategies that not only drive growth but also contribute to the wellbeing of the environment, local heritage, culture and people.

Through our two-decade journey in the industry, we've championed this ethos, integrating it seamlessly into our services. Positive-impact means navigating the path of growth with purpose and ensuring sustainable growth for profits whilst positively impacting the communities they're in.

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About The Role

We're looking for a strategic thinker and performance-driven leader; a Senior Paid Media Manager, who will oversee the direction and execution of paid media campaigns, ensuring the drive growth and client retention.

This role demands strong leadership and analytical skills, with the ability to plan, optimise, and refine campaigns to maximise impact. You'll be responsible for developing data-led strategies, ensuring all activity aligns with business goals, and delivering measurable results. Confident in managing multi-channel paid media campaigns, you'll stay ahead of industry trends and continuously seek opportunities to enhance performance. Additionally, you'll track campaign success, provide insightful recommendations, and work closely with teams to achieve outstanding outcomes.



Reporting lines

Reports to: Head of Paid Media

Direct reports: N/A

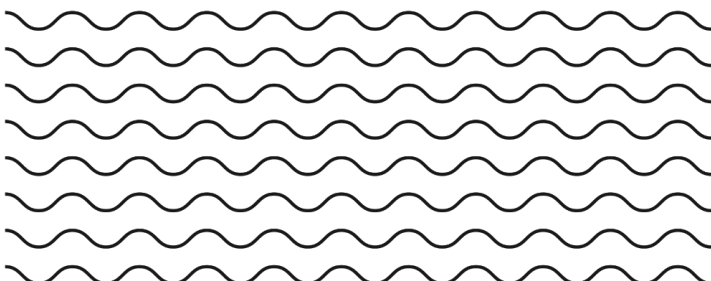
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Key responsibilities

- *Develop and refine paid media strategies that align with client and business goals.*
- *Stay ahead of trends, innovating and adapting strategies accordingly.*
- *Lead the planning and execution of complex campaigns, ensuring success for key accounts and major projects.*
- *Build and maintain strong client relationships, acting as the strategic point of contact.*
- *Lead client meetings, presenting performance insights and growth opportunities.*
- *Mentor junior account managers, fostering professional growth and ensuring support structures are in place.*
- *Monitor and optimise campaign budgets, making strategic adjustments for peak performance.*
- *Provide advanced data analysis, delivering clear, actionable insights and recommendations.*
- *Conduct account audits for existing and prospective clients.*
- *Support onboarding new team members and ensure smooth integration.*
- *Hold weekly 1:1s with direct reports, addressing challenges and tracking progress.*
- *Conduct quarterly and annual reviews, working with HR on PDPs and goal-setting.*
- *Stay updated on industry trends and technologies, evaluating new tools for improved performance.*

This is a hybrid role, with a mixture of paid media support and account management. Therefore, as a point of contact between Navigate and our paid media clients, it is important that you are comfortable in a client-facing role.

For this role, it would be helpful, but not essential, to have knowledge of factors and variables impacting the travel, tourism or conservation sectors.



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What does great look like?

We're looking for someone with the following skills:

- At least four years of hands on experience crafting and delivering successful campaigns across Paid Search and Paid Social channels.
 - Strong working knowledge of biddable media and key partner platforms (Google Ads including Merchant Centre, Microsoft Ads, Meta Ads, LinkedIn, TikTok and more).
 - Detailed understanding and experience of relevant supporting technologies, including the Google Advertising Suite (GA4, Looker Studio, Tag Manager).
 - Strong analytical skills for thoroughly reviewing campaign performance with the ability to effectively communicate results and recommendations.
 - An on-time, on-budget and on-target advertising campaign track record.
 - Excellent verbal and written communication skills, with the ability to build strong relationships with both internal and external stakeholders.
 - A proven ability to stay up to date with the latest developments and identify new opportunities and innovations to develop our offering.
 - A passion for great work that you are proud of, but not for any old brands, for brands that actually make a difference.
- Our team fits together around the following core values. If this is you, maybe we're your kind of business?
- We're Dynamic - the world is changing space - we adapt, innovate and thrive.
 - We Do What We Say - in our work, with our clients and with our B Corp commitments - whatever the challenge, we'll find a way.
 - We're Collaborative - we all chip in, we work together through the rough and the smooth and we're an essential part of our clients' teams.
 - We're Planeteers - we care about our planet a lot, and we know we can, and do, make a difference.

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The Offer

As well as a salary of £40,000 To £47,000 per annum (dependent on your experience), we provide:

- Flexible working hours and hybrid working options
- 25 days holiday, plus Bank Holidays
- Company Profit share
- A wellness budget - to spend on boosting your wellbeing – think gym memberships, physio, massages etc
- Quarterly company-wide check-ins and socials
- A generous training budget
- Industry training sessions
- A welcoming and friendly company culture that promotes a healthy work/life balance

And that's just for starters, with more benefits based on length of service!

To apply for this role, please send a CV and cover letter to emmar@navigate.agency

Navigate is an equal opportunities employer and committed to creating a diverse and inclusive working environment. We welcome applications from anyone suitably qualified for each role and when it comes to recruiting, hiring, developing and promoting employees, we treat everyone equally regardless of their age, sex, sexual orientation, race, nationality, gender reassignment, marital or civil partnership status, age, disability, colour, ethnic or national origin, religion or belief, and place an obligation upon all of our employees to respect and act in accordance with this policy.

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