

navigate

51.4546° N, 2.5973° W

Senior Paid Media Executive

Job Role Specifications

Certified



Corporation

// Senior Paid Media Executive

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 Senior Paid Media Executive, who will lead the planning and execution of digital advertising campaigns that deliver measurable impact.

You'll manage a portfolio of client accounts, ensuring campaigns are strategically planned, flawlessly executed, and continuously optimised. With strong analytical skills, you'll assess performance using data insights, make informed recommendations, and adapt campaigns to maximise results.

Confident managing budgets and client relationships, you'll track spend, report on performance, and provide clear, actionable insights. You'll also stay on top of industry trends to ensure our approach remains innovative and effective.



Reporting lines

Reports to: Head of Paid Media

Direct reports: Senior Paid Media Manager

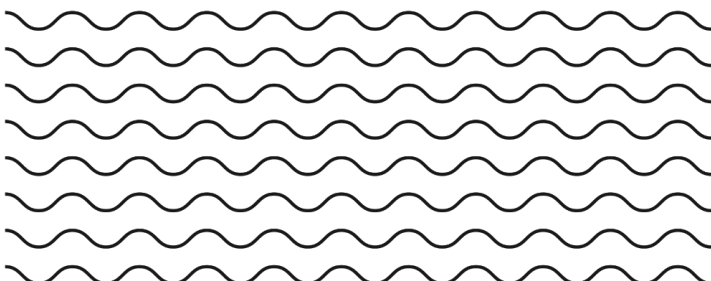
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Key responsibilities

- *Manage a portfolio of paid media projects, including BAU activity, seasonal campaigns, Google Grant, and data capture campaigns.*
- *Oversee campaign execution across multiple ad platforms, including Google Ads, Meta, Pinterest, LinkedIn, and other emerging channels.*
- *Structure, build and launch campaigns for both new and existing clients.*
- *Daily optimisation of accounts and campaigns to ensure target KPIs are met.*
- *Build and maintain strong client relationships, tailoring best-practice recommendations to their specific needs.*
- *Produce and present clear, insightful performance reports for both internal stakeholders and clients.*
- *Use platform interfaces and GA4 for detailed campaign analysis and reporting.*
- *Identify and resolve performance issues within paid media accounts.*
- *Proactively suggest new and innovative advertising products to clients where relevant.*

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 two years of hands on experience crafting and delivering successful campaigns across Paid Search and Paid Social channels.
 - Good working knowledge of biddable media and key partner platforms (Google Ads, 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, Google Merchant Centre).
 - Strong analytical skills for thoroughly reviewing campaign performance, with the ability to 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're Proud of 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 Strive for Better - 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 £25,000 To £34,000 per annum (dependent on your experience), we provide:

- Flexible working hours and hybrid working options
- 25 days holiday, plus Bank Holidays and your birthday!
- 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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