

navigate

51.4546° N, 2.5973° W

Paid Media Director

Job Role Specifications

Certified



Corporation

// Paid Media Director

About Us

For over twenty years, **Navigate** has been shaping success stories for tourism, heritage, nature & 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 well-being of the environment and 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.

// Paid Media Director

About The Role

As Paid Account Director, your role focuses on the successful management and execution of paid media strategies to drive growth and client satisfaction. You are responsible for bridging the strategic directives from senior leadership with hands-on campaign management.

This is achieved through:

- Manage and oversee the execution of complex paid media campaigns, ensuring they meet client objectives, deadlines, and budgets.
- Develop and refine digital advertising strategies to align with the company's overall business goals.
- Ensure the delivery of high-quality services that exceed client expectations through effective guidance of the paid media team.
- Train and mentor team members, promoting a culture of high performance, continuous development, and accountability.
- Collaborate closely with other departments, particularly the sales team, to provide strategic insights, including for pitches, and to ensure cohesive campaign planning and execution.
- Analyse campaign performance and client feedback to continually adapt and improve our paid media offerings.
- Stay abreast of industry changes and technological advancements to maintain and enhance our competitive edge in the marketplace.



Reporting lines

Reports to: Head of Paid Media

Direct reports: Senior Paid Media Manager

51.4546° N, 2.5973° W

Essential

- Support the development and delivery of paid media strategies aligned to client and agency growth goals.
- Lead the planning, execution and optimisation of complex, high-impact campaigns.
- Drive innovation in paid media tactics, adapting to market trends to maintain competitive advantage.
- Build and manage strong relationships with key clients, acting as senior strategic lead.
- Lead client meetings, presenting campaign strategy, performance insights and growth opportunities.
- Guide long-term planning and identify new opportunities for account growth.
- Mentor and support junior team members, fostering high performance and continuous development.
- Review account output and reporting to ensure quality, consistency and results.
- Contribute to team training and capability development.
- Oversee large campaign budgets, ensuring efficiency and strong return on investment.
- Make strategic budget allocation decisions to maximise performance.
- Deliver advanced analysis and clear, actionable reporting for senior stakeholders.
- Stay ahead of industry trends, tools and best practice.
- Identify and implement new approaches to enhance performance and operational efficiency.

Certified



Corporation

// Paid Media Director

The Offer

As well as a salary of **£47,000 - £55,000 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
- 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!

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.

náviagatě

51.4546° N, 2.5973° W

navigate.agency
+44 (0)1174 400 500
hello@navigate.agency

