

Paid Social Performance Manager

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Company: TOWER London

Location: London Area

Category: sales-and-related

Job Title: Paid Social Performance Manager
Company: Tower London (www.tower-london.com)
About Tower London: Tower London is a dynamic and forward-thinking footwear retailer, committed to providing the latest trends and styles in footwear for men, women, and children. With a strong online presence and a growing customer base, Tower London is dedicated to delivering exceptional customer experiences and staying at the forefront of digital innovation in the retail industry.
Job Description: Tower London is seeking a skilled and motivated Paid Social Performance Manager to join our growing digital marketing team. The ideal candidate will have a passion for data-driven marketing strategies, a keen eye for detail, and a proven track record of driving successful paid social campaigns.
Responsibilities: Develop and implement comprehensive paid social media strategies across various platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and Pinterest. Plan, execute, and optimize paid social campaigns to drive brand awareness, engagement, traffic, and conversions while maximizing ROI. Conduct thorough audience research and segmentation to ensure targeted messaging and effective ad placements. Collaborate closely with the creative team to develop compelling ad creatives, copy, and landing pages tailored to different audience segments. Monitor campaign performance, analyze key metrics, and provide actionable insights and recommendations for continuous improvement. Stay updated on industry trends, best practices, and algorithm changes to adapt strategies accordingly and maintain a competitive edge. Manage advertising budgets effectively, allocate resources strategically, and ensure campaigns are delivered within budget constraints. Work cross-functionally with

other departments, including e-commerce, content, and analytics, to align paid social initiatives with overall marketing objectives. Utilize advanced targeting options, A/B testing, and experimentation to optimize ad performance and drive incremental growth. Keep abreast of emerging technologies and tools in the paid social landscape, and explore opportunities for innovation and experimentation. Requirements: Bachelor's degree in Marketing, Advertising, Business, or related field. Proven experience in managing paid social campaigns, preferably in the retail or e-commerce industry. In-depth knowledge of paid social platforms, including Facebook Ads Manager, Instagram Ads, Twitter Ads, LinkedIn Ads, TikTok Ads, and Pinterest Ads. Strong analytical skills and proficiency in data analysis tools such as Google Analytics, Facebook Analytics, or similar platforms. Excellent communication skills with the ability to convey complex ideas clearly and concisely. Creative mindset with a passion for staying ahead of industry trends and exploring new opportunities. Ability to multitask, prioritize tasks effectively, and thrive in a fast-paced environment. Results-driven mentality with a focus on achieving measurable KPIs and objectives. Experience with performance marketing metrics such as CPC, CPM, CPA, ROAS, and LTV. Familiarity with ad testing methodologies, segmentation strategies, and audience targeting techniques. Benefits: Competitive salary commensurate with experience. Flexible remote work options. Opportunities for professional development and career growth. Dynamic and collaborative work environment. Employee discounts on footwear and accessories. If you are a proactive and results-oriented social marketer with a passion for paid social advertising, we'd love to hear from you! Join Tower London and play a pivotal role in driving our digital growth and success. Apply now by submitting your resume and a cover letter detailing your relevant experience and achievements in paid social media marketing.

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