

Senior Paid Social Account Manager

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Company: TechNET Digital

Location: London Area

Category: other-general

Senior Paid Social Account Manager Fully remote, reporting to London or Birmingham once per month £50,000 - £55,000 Senior Paid Social Account Manager to join ahead of the launch of a dynamic in-house agency specializing in B2C dental and health marketing. Their hands-on approach sets them apart, as they deliver campaigns with the same dedication and expertise as a traditional marketing agency. Currently managing two main brands with large monthly budgets, we are seeking a Senior Paid Social AM to join their team and lead their digital advertising efforts. Some of what you will be doing:

- Take a hands-on approach to managing paid social campaigns, demonstrating proficiency in strategising, implementing, optimising, and reporting.
- Execute campaigns for lead generation within the dental and health sectors.
- Develop and implement strategic paid social plans aligned with business objectives.
- Ability to navigate a fast-paced environment and adapt strategies accordingly.
- Manage multiple brands with varying budgets and prioritise activities effectively.

Possess strong technical skills in paid social platforms (Facebook, Instagram, LinkedIn), analytics tools, and data analysis.

- Stay updated on industry trends and implement innovative techniques to enhance campaign performance.
- Handle a large monthly budget, ensuring optimal allocation and performance tracking.
- Demonstrate expertise in maximising results within smaller budgets for practices with limited financial resources.
- Prioritise lead generation strategies and techniques in paid social campaigns.
- Proven experience in successfully driving and optimising campaigns for lead acquisition.
- Take ownership of end-to-end campaign management, including reporting and analysis.
- Provide insightful reports to showcase the impact of campaigns on business goals.

Ideally, your skills and experience will

include:· Minimum of 5 years in paid social management with a focus on B2C dental or health lead generation.· Proven track record of managing campaigns independently from strategy development to execution and reporting.· Proficient in paid social platforms (Facebook, Instagram, LinkedIn), analytics tools, and data analysis.· Demonstrated ability to adapt to new technologies and industry trends.· Strategic mindset with the ability to develop and execute effective paid social strategies.· Experience managing campaigns in a fast-paced environment with multiple brands.· Proven ability to be hands-on in managing campaigns rather than delegating tasks to a team.· Prior experience in a client-side, in-house agency setting.· Strong communication skills, both written and verbal.· Comfortable with occasional in-person meetings, preferably in London or Birmingham.

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