

United Kingdom Jobs Expertini®

Senior Paid Social Media Buyer (Remote in UK)

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Company: PetLab Co.

Location: United Kingdom

Category: business-and-financial-operations

PetLab Co. is the world leader in the DTC pet supplement market with 50%+ market share, 9-figure revenue, profitable and rapidly growing with ambitious plans for global expansion. We're searching for a hands-on senior paid social media buyer who has managed \$1M+ in monthly video ad spend across Facebook, Instagram, TikTok, Snap and Pinterest to join our acquisition team.

You're not only fantastic at the technical of paid social, but also great at direct response performance e-commerce marketing – meaning, you can identify the biggest audience opportunities and quickly capitalize on them by formulating an effective media strategy, directing the creative team on the best hooks, angles, and messaging, and maximize the opportunity by collaborating with the CRO team to create and optimize the necessary web conversion funnels.

So, if you love 100% owning your campaigns from A-Z, not just the media buying aspect, but being accountable to ensure media, creative, conversions, etc. are all dialed in, and...

You're extremely analytical with the ability to quickly detect patterns in data...

You're deeply experienced in the nuances of direct response video ads...

You have a knack for collaborating with creative teams to get the video ads just right...

You know how to synergize ads with congruent landing pages to maximize CVR and AOV...

You're completely addicted to crushing it in paid social and can't get enough of it...

... then please keep reading as you may be the perfect fit.

What are the Key Points?

Core Compensation: £50,000 – £80,000 (base + bonus)

Location: 100% Remote in the UK (global team of 140+)

Benefits: Health/Life + 5% Pension + GymPass plus 28 Days Holidays (and much more)

Culture: Think Fast, Move Fast, Learn Constantly... and Have Fun!

#1 Objective: Deliver Consistent, Profitable Scale

Who Will You Report Into?

Hello, my name is Jesper Mansson, Head of Paid Media at PetLab Co., and I need your help. We started PetLab Co. in November 2018 because we saw an unmet need to offer safe, effective nutritional supplements to help pets have their happiest, healthiest lives. Since then, we've become the fastest growing pet health brand in the U.S., thanks in part to our rigorous approach to customer acquisition and conversion and our focus on building a robust subscription business.

And that's where you come in. We've built a highly efficient team of 4 paid social media buyers who, thanks to the help of some sophisticated automation, do the work of a team of 8. However, despite the automation, we find ourselves in need of extra media buying muscle to capitalize on all the promising opportunities across Facebook, Instagram, TikTok, Snap and Pinterest.

What's the Ideal Candidate's Background?

We're not just looking for any media buyer, we're looking for someone who is a true direct response performance marketer who happens to specialize in video ads... someone who can look at the full funnel from the opportunity, through the audience, media strategy, creative, conversion funnel and all the technicals to get everything dialed in to fully own capitalizing on the most promising opportunities.

What's most exciting about this is the scale – once we get a particular product to scale in one platform or placement, we can quickly replicate that to other platforms and

placements, at which point you may find yourself managing upwards of \$1,500,000 - \$2,000,000 a month in spend. But that requires strategy, planning, execution and extreme discipline and organization. You're much more a P&L owner than you are a media buyer... and that should be something that energizes you.

What's It Like Working at PetLab Co.?

We've gone to great lengths to set up a data-driven culture wherein the best ideas win, regardless of where they come from. As a rapidly growing company, we prioritize finding people who can think fast, move fast and deliver fast... while having fun at the same time.

To that end, here's what you'll get access to when you join our team:

Clear Reporting– Getting accurate and timely data is crucial to enabling marketers to do their jobs, which is precisely what our standalone data analytics team delivers

Collaborative Team – There are no silos here, we all understand that to win, we must help each other out as necessary, doing things outside our normal jobs when needed

Scientific Rigor– Everyone on the marketing team shares the same philosophy to attack every challenge with an experimental test-and-learn process to tease out success

Variety of Challenges Given we're just entering our 5th year as a company and growing rapidly, the challenges keep coming with new products, promotions, categories, etc.

Refreshing Autonomy– Expectations are always set high for anybody who joins the team, but so too is your autonomy to figure out how best to deliver against your objectives

You'll also find that everyone here listens – if something isn't working, we respectfully call it out. If something is needed, those needs are heard. If there's something we can do better, let's hear it.

How Will Your Time Be Spent?

Here's an approximate breakdown of how you'll spend your time while taking full ownership of your ad spend, revenue and CPA / ROAS targets:

25% on Analysis Diving into campaign / ad set / ad / experiment data across various

dimensions (geo, placement, etc.) to pinpoint actionable insights to inform strategy

25% on Strategy- Identifying new opportunities to launch, existing campaigns to scale, trends to capitalize on, new buying/optimization strategies to test, etc.

25% on Execution- Hands-on inside the paid social accounts, configuring, managing, monitoring, optimizing, and troubleshooting your campaigns / ad sets / ads / experiments

25% on Creative Summarizing performance data for the creative team to facilitate rapid iterations on new creative tests and building creative briefs on new ideas you want to test

Requirements

Requirements

3 – 5 Years in DTC Paid Social – Managing \$1M+ per month hands-on yourself in ad spend primarily on Facebook, Instagram and TikTok... bonus points for Snap and Pinterest.

Full Funnel Direct Response E-com Performance Marketer Heavy exposure to direct response marketing in e-com context spanning strategy, media, creative and conversion

Data Driven- Extremely comfortable diving deep into analytics platforms, spreadsheets, etc., to detect patterns on which to capitalize while leveraging the latest in data science

Think Fast, Move Fast- Energized by a high-velocity, high-growth entrepreneurial environment with lots of ambiguity wherein conditions can change rapidly

Driven to Excellence- A natural end-to-end ownership mentality with a relentless inner drive to excellence that other people find energizing, inspiring and motivating

Systems-Oriented- Strong organizational skills and with a knack for creating order out of chaos with highly organized systems that deliver sustained success

Exceptional Communicator – A perceptive listener who quickly synthesizes info and

can formulate a methodical action plan that can be clearly articulated verbally and in writing

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