

Social and Display Executive

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Company: A Team Recruitment Ltd

Location: Colchester

Category: Arts-Design-Entertainment-Sports-and-Media

Social and Display Executive required for our long-standing; modern, great team environment marketing client based in Colchester. The role of Social and Display Executive is to research, plan and implement strategies for effective paid media campaigns which may include the set up and ongoing hands-on management of paid media campaigns across paid social and potentially programmatic display, attending customer meetings and formulating marketing strategies to meet the clients' objectives. The objective in your role as Paid Social & Display Executive is to deliver the highest level of service to our clients and maximise return on their marketing budgets.

The Role

- * Set up and manage paid media campaigns for a range of clients across Facebook, LinkedIn and Twitter
- * Monitor campaigns, optimising where necessary and produce weekly/monthly reports
- * Define account strategy and plan campaigns to meet client objectives.
- * Creating A/B tests and tracking them through to outcome.
- * Tagging of websites and landing pages for tracking and event conversions with various tools

(Facebook Pixel, GA, GTM, DCM etc)

- * Provide advice and guidance to the client to maximise the return on investment
- * Work with the Senior Display Specialist to develop the paid media offering, set and meet standards for work quality, and deliverables
- * Assist in the creation of sales collateral and attending new business pitches
- * Flexible start time (7:45am – 16:30pm or 8:45am – 17:30pm)
- * An early finish on Fridays – 3:30pm

The Person

- * Must possess experience of Paid Social
- * Must possess a minimum of 2+ years' demonstrable experience of developing and managing successful campaigns across paid social media platforms such as Facebook, Twitter & LinkedIn
- * Solid understanding of the social landscape and role it plays in digital marketing
- * Experience of running multi market campaigns across EMEA or global
- * Previous experience of implementing and using paid social tracking tools (Facebook pixel, etc), Google Analytics and Google Tag Manager
- * Strong communication and liaison skills – both written and verbal
- * Knowledge of successfully setting up and running display media campaigns, especially within programmatic

* Experience of trafficking display creative through ad servers like DoubleClick

The Benefits

* Competitive salary £25-35k doe

* Exciting social side you can look forward to regular company-organised events.

* Private health care (after 6 months service)

* 25 days holiday per annum

* Fantastic team and office environment

* Company-wide profit share scheme (with OTE of 10% of basic salary)

* Contributory pension scheme 3%

If you have not heard back from us within 10 days your application has been unsuccessful.

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