

REPUBLIC MEDIA

Job Details:

Job Title	Paid Search Manager	Line Manager(s)	Hannah Jones, Digital Account Director
Package	Excellent salary DOE, plus contributory pension and other benefits		
Department	Digital		
Location	Manchester		
Hours	37.5 per week	Permanent or Fixed Term	Permanent (6-month probationary period)

As a Paid Search Manager at Republic of Media your job will be to spearhead the paid search output from the Manchester office amongst existing and new business. There is the opportunity for this role to extend into a wider digital media role, should the successful candidate wish – however paid search knowledge and execution is paramount.

Experience & knowledge required:

- A number of years of experience within a relevant role
- Experience in analysing briefs, assessing what's required (keyword research, market insight, competitor evaluation, etc.) and providing coherent rationale documents and digital media schedules to meet the objectives
- You should be able to lead on the planning, set-up, optimisation and reporting of paid search campaigns
- Ability to accurately forecast and manage budgets in line with client's objectives and business KPIs
- Experience with Google Ads
- Experience with Bing Ads
- Experience with Google Analytics
- Experience with Google Search Ads 360
- Working knowledge of SEO and its role/impact on broader Search strategy
- In-depth knowledge of Excel

Communication abilities expected:

- Accurate written and verbal communication is essential
- Communicate with colleagues, clients and new business prospects in a clear and effective manner
- Ability to build relationships
- An absolute team player, comfortable working with internal and external stakeholders

General:

- Be motivated with a hunger to learn and achieve, often self-sufficiently
- Excellent numerate, data handling and analytical skills with problem solving skills and a strong attention to detail
- An appetite for new and innovative technologies to help streamline activity and reporting

Who are Republic of Media?

Republic of Media is an independent communication planning and media buying agency with offices in Manchester and Edinburgh. An expert team of media planners and buyers, we deliver effective business orientated solutions that generate sales growth for clients in sectors including gambling, retail, FMCG and public sector. Our values define who we are and the type of people we're looking for: Progressive, United, Open, Positive and Agile.

An IPA (institute of practitioners in advertising) member agency, we have been trading for over 7 years and are one of the fastest growing media agencies in the UK. We guarantee a structured programme of personal development to enable you to develop a successful career in media, a competitive salary, plus the challenge and excitement of joining an ambitious, fast growing agency.

Closing date for applications: Sunday 16th February

Apply by sending a CV and covering letter to: simonw@republicofmedia.co.uk