

Job Details

Job Title	Paid Search Trainee	Line Manager(s)	Lucia Balsa, Paid Search Account Director
Salary	£21,000 per annum + benefits		
Department	Digital		
Location	Edinburgh		
Hours	37.5 per week	Permanent or Fixed Term	Permanent (6-month probationary period)

Who are Republic of Media?

We're Freethinkers – working with clients for the past 10 years to deliver media effectiveness and manage transformation. Born in the digital age, we are one of the fastest growing media agencies in the UK. With offices in Manchester and Edinburgh, Republic of Media is an agency with an emphasis on creativity combined with commercial focus. We specialise in communication planning, media buying, brand building, digital media, and innovation.

We plan and buy advertising space on behalf of clients such as bet365, Beaverbrooks, Landsec, Cambridge Weight Plan, The Scottish Government, and many others. We are a talented and fast-growing team, currently of 67 people.

The Role

We are looking for Paid Search Trainee to join our team. This is a permanent role, based in our Edinburgh city centre office, where you would be given a 12–18-month structured Training Programme. We offer flexible working for all staff, with a minimum three days spent in the office.

Paid Search is an exciting and fast-growing form of online marketing which allows businesses to protect their brand and reach potential customers through sponsored results on Google and other search engines. Accounting for 50% of online marketing spend, Paid Search is performance-driven and relies on the use of data, behaviour insights and creative problem solving to help businesses grow.

This is a full-time permanent-role training scheme for ambitious graduates or those with equivalent qualifications / experience, looking to establish a career in media planning and buying, culminating in a role as a Paid Search Executive and beyond! You will receive on-the-job and external training and develop a range of skills to enable you to excel in this exciting industry. This scheme is a key career entry point, and a significant number of the existing team began their career on the scheme and are now flourishing.

We are looking for inquisitive and ambitious individuals, who have an interest in the media industry. You will be a concise and effective communicator, comfortable contributing in both internal and client meetings. Highly analytical, you will be numerate and capable of working with large amounts of data to a high degree of detail. A creative thinker who can deliver and communicate exciting and effective connected media plans for our clients. You'll enjoy learning how to use systems and get the best out of them.

Job Description

<p>Key Responsibilities</p>	<ul style="list-style-type: none"> - Using several tools and systems crucial to the Paid Search planning and buying process - Dealing with client and agency work alongside ongoing training requirements - Analysis of data from multiple sources to generate insights that feed into planning decisions and strategies - Building solid working relationships with key media owners and other third-party data and tech suppliers - Helping to monitor and manage Paid Search accounts and service our key clients. - Sharing Search updates to the wider agency - Helping in the creation of client media schedules, management of campaigns and performance reporting requirements - Building ad copy which would appear on search engine results pages and making recommendations to improve existing ad copy based on the campaign strategies. - Researching and building keywords which are relevant to our clients advertising activities and strategies
<p>Deliverables / measures of success</p>	<ul style="list-style-type: none"> - Once trained you will have confident and daily use of Paid Search and reporting tools including but not limited to Google Ads, Microsoft Ads and SearchAds360. - Successful time management of multiple tasks and adhering to set/agreed deadlines - Creating client media schedules and documents that are client ready and error free - Successful completion of all set training courses and programmes including Google Ads and Microsoft Ads Search Certifications. - Excellent written and verbal communication demonstrated day to day - A developed foundational knowledge of the role of Paid Search in the marketing mix and best practices for campaign measurement and optimisation.
<p>Key requirements, technical and person</p>	<p>Essential</p> <ul style="list-style-type: none"> - A degree level qualification (or equivalent) or work experience / a demonstrable interest in the media industry - Close attention to detail - Analytical, comfortable dealing with large amounts of data - Able to articulate thoughts and ideas in an effective and concise manner - Strong written and verbal communicator, with a willingness to contribute both internally and with clients - Inquisitive and enthusiastic with an interest in consumer behaviour and the media industry, and paid search in particular - Client/customer focused with an ability to get things done - Creative thinker and writer - Innovative and passionate, you will role model the Republic of Media values <p>Advantageous</p> <ul style="list-style-type: none"> - Previous Media work experience - Previous examples of thriving in an environment with tight deadlines - Previous examples of working with Excel or data analysis

Diversity and Inclusion Statement

Republic of Media is an equal opportunities employer, committed to the equal treatment of all current and prospective employees and does not condone discrimination based on age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We actively aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply. Please advise of any reasonable adjustments that we can make to allow you to apply and at any stage in the process.

Application

To apply, please send your CV and covering letter outlining why you are a suitable candidate to luciab@republicofmedia.co.uk. Please reference 'PPC Trainee' in your email subject title.

The closing deadline for the submission of CV's and cover letters is 31st July 2022.