

## **Paid Search Specialist (maternity cover) at Republic of Media**

### **Job Specification**

Job Title	Paid Search Specialist	Line Manager	Simon Watson, Director of Digital
Package	Excellent salary DOE+ bonus + benefits		
Department	Digital		
Location	Edinburgh or Manchester		
Hours	37.5 per week	Permanent or Fixed Term	Fixed term TBC – maternity cover (3-month probationary period)

### **Who are Republic of Media?**

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, The Scottish Government, Magners Cider, Whyte & Mackay, Tennent's Lager, Highland Spring, Cambridge Weight Plan, Beaverbrooks and many others. We are a talented and fast-growing team, currently of 72 people.

### **Diversity and Inclusion Statement**

At Republic of Media, we believe that success comes from creating a culture where our people feel they belong. Our aim is to ensure that staff are valued, respected and have an equal opportunity to succeed. Our differences make us a stronger team and we are committed to creating a workplace that is inclusive and diverse. We work collaboratively to create an environment of belonging, where everyone feels they can be themselves, and are supported to achieve their full potential.

We actively encourage applications from candidates from all backgrounds, and we welcome diversity in all its forms. We are committed to making adjustments to enable every candidate to apply and participate in the recruitment process.

At Republic of Media, we celebrate diversity and inclusion and believe this is what helps make it such a great place to work. Join us on our journey to create a workplace where everyone feels like they belong.

### **The Role**

As a Paid Search Specialist (maternity cover) at Republic of Media your job will be to spearhead the paid search output from the company amongst existing and new business. Working collaboratively with every team within the business your job will be identify where paid search fits in the consumer journey and create strategic proposals which are fully aligned and integrated with other media channels. You'll drive paid search output across the agency with the ability to spot growth opportunities across our wide variety of clients. You'll manage a team of paid search specialists who you'll guide and nurture to become the very best practitioners in market.

### **Experience & knowledge required**

- At least 5 years of experience within a paid search role
- Excellent strategic understanding of the search landscape, and ability to demonstrate the value and effectiveness of this channel for clients and internal teams
- 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
- Significant platform experience with Google Ads, Bing Ads, Google Analytics, Google Search Ads 360

- Proven experience delivering best practice planning, set up, optimisation and reporting against solid KPI targets
- Ability to accurately forecast and manage budgets in line with client's objectives and business KPIs
- Experience with Google Merchant Centre and shopping feed optimisation, including tools such as Shoptimised
- Experienced in data analysis with a high level of Excel understanding and application
- Understanding and experience across Amazon products is desired but not essential
- Working knowledge of SEO and its role / impact on broader search strategy is desired

#### **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

#### **The Benefits**

As well as salary, you'll be part of a profit-linked company bonus scheme that has paid out at least 5% of annual salary in each of the last 3 years. Other benefits include:

- Pension (after 3 months' service, with the company matching your contribution, resulting in 10% of your basic salary being saved into the Pension scheme)
- 33 days holiday inclusive of flexible Public Holidays & the seasonal office closure (pro rata if part time)
- Enhanced parental leave
- Holiday purchase scheme
- Private medical insurance (opt-in) plus Vitality Wellbeing at Work for all
- Fruit, snacks and great coffee
- Long service awards and a great social programme

#### **Application**

To apply, please send your CV and covering letter outlining why you are a suitable candidate to [simonw@republicofmedia.co.uk](mailto:simonw@republicofmedia.co.uk). Please reference 'Paid Search Specialist' in your email subject title.