

Job Details

Job Title	Paid Search Executive/Snr Paid Search Executive	Line Manager(s)	Lucia Balsa, Paid Search Account Director
Salary	£26,000 - £29,500 DOE per annum + benefits		
Department	Digital		
Location	Edinburgh (Hybrid with 3 days in office per week minimum)		
Hours	36 per week	Permanent or Fixed Term	Permanent (3-month probationary period)

Who are Republic of Media?

We're Republic of Media, an independent media agency built for modern times. For over 13 years, we've partnered with ambitious brands to drive media effectiveness and navigate change, with smart thinking and standout creativity at the core. With offices in Manchester and Edinburgh, we're one of the UK's fastest-growing agencies with a 72-strong team of curious minds and committed collaborators. Our Freethinking approach blends strategic comms planning, precision media buying, digital innovation and bold brand thinking - always grounded in delivering real commercial impact.

Our client list includes some of the biggest names in the UK and beyond, from bet365 and The Scottish Government to Magners, Beaverbrooks, Highland Spring, ScotRail and Landsec.

At the heart of our success is our people and we invest significantly in attracting, nurturing, and retaining talent. We believe that success comes from creating a culture where our people feel they belong and our aim is to ensure that everyone is valued, respected, and has an equal opportunity to succeed.

The Role

We are looking for a Paid Search Executive or Senior Paid Search Executive to join our team in Edinburgh. In this role, you will be responsible for planning, implementing, managing and reporting on campaigns across Google Ads and Microsoft Ads. As the search landscape continues to evolve, the platforms and campaign types you work on will vary, but will mostly comprise of Text Ads, Performance Max, Demand Gen and Shopping campaigns. From analysing performance data to exploring keyword or competitor trends and optimising product feeds, you'll play a key role in boosting results.

In this role, you'll be joining a collaborative team that loves to experiment and share learnings. We will support you to grow your skills and test new approaches while working on diverse accounts, from ecommerce brands to lead gen and public sector.

You'll play a hands-on role in championing Paid Search best practices, keeping accounts in strong health and identifying opportunities for growth. As the search landscape evolves, you'll be eager to understand the impact on search. You'll know how Performance Max differs from keyword-based targeting.

For one client you may be testing new campaign structures, keyword optimisations and audience signals. For another, you could be A/B testing product titles or landing pages. You'll work with tools such as Excel, GA4, Search Ads 360 and platform reports to uncover trends, challenges and opportunities. You will be involved across the campaign cycle, from the initial brief and budget planning to delivery and reporting.

Staying ahead and being agile are important to us, so you'll keep up with industry news and liaise with platform representatives, whilst helping to educate the agency and clients on Paid Search. You will work very closely with our broader digital team to create unified strategies to help our clients meet their campaign objectives.

We pride ourselves on our Freethinking approach, questioning the status quo and testing new ideas. That could mean trialling a new third-party tool, suggesting new landing pages to boost conversion rates, or experimenting with bid strategies.

We are looking for someone who is inquisitive and has an interest in search and performance-driven marketing. You will be a confident communicator, comfortable working with large amounts of data, and eager to get the most out of every platform you use.

Job Description

Key Responsibilities	<ul style="list-style-type: none"> - Contributing to the Paid Search planning process through keyword research and forecasting - Day to day management of campaigns across Google Ads, Microsoft Ads, and other search platforms - Processing and analysing campaign, website and CRM data to provide insights and recommendations - Building solid working relationships with key media owners - Helping to craft and share PPC updates with the wider agency - Communicating digital strategy and reporting in client-facing meetings - Building and optimising ad copy and keywords - Providing creative, ad copy and landing page recommendations - Optimising bid strategies and helping to identify improved measurement opportunities - Ensuring we are billing clients the right amount and receiving the right commission - Optimising product feeds for shopping ads
Deliverables / measures of success	<ul style="list-style-type: none"> - Confident in the day-to-day use of Paid Search planning, activation and reporting tools including Google Ads, Microsoft Ads and SearchAds360 - Basic understanding of measurement and attribution models - 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 assigned training courses and programmes, demonstrating commitment to continuous development - Strong written and verbal communication demonstrated in day-to-day interactions - A developed understanding of Paid Search including its role in the marketing mix, best practices and troubleshooting approaches. - Efficient in managing campaigns, delivering tasks on time and providing insightful reporting - Building and maintaining strong relationships with clients, fostering trust and long-term partnerships.
Key requirements, technical and person	<p>Essential</p> <ul style="list-style-type: none"> - At least one year experience working in a digital marketing role, preferably in Paid Search. - 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 search and the media industry - Client/customer focused with an ability to get things done

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 'Paid Search Executive' in your email subject title.