

Job Details

Job Title	Paid Search Trainee	Line Manager	Lucia Balsa, Paid Search Account Director
Salary	£23,600 per annum + bonus + benefits		
Department	Digital		
Location	Edinburgh		
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 The Scottish Government to Tennent's Lager, Slimming World, Highland Spring, ScotRail, Slimming World 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 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 currently offer flexible working for staff, with a minimum three days spent in the office, however, during your first 12 months, you'll be required to work from the office in Edinburgh five days a week, to optimise your opportunities to learn from others in the team.

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 digital platforms such as TikTok. 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 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 learn how to get the most out of every platform you use.

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)
- 36 days holiday inclusive of flexible Public Holidays & the seasonal office closure
- Permanent early finish on a Friday
- Enhanced parental leave
- Holiday purchase scheme
- Private medical insurance (opt-in)
- Fruit, snacks and great coffee
- Long service awards and a great social programme

Job Description

Key Responsibilities	<ul style="list-style-type: none">- Using tools crucial to the Paid Search planning and buying process- Dealing with client and agency work alongside training requirements- Analysis of data from multiple sources to generate insights that feed into planning decisions and strategies- Helping to monitor and manage Paid Search accounts- Sharing Search news and knowledge with the wider agency- Helping in the creation of client media schedules, management of campaigns and performance reporting- Building ad copy for search engine results pages, YouTube ads and more; and making recommendations to improve existing ad copy- Researching and building keywords and audience lists to help our clients reach their target customers- Support the wider digital team as needed on Paid Social campaigns
Deliverables / measures of success	<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 and Microsoft Ads- Successful time management and adhering to set deadlines- Creating client media schedules and documents that are client ready- Successful completion of all set training courses and programmes including Google Ads and Microsoft Ads Search Certifications- Excellent written and verbal communication demonstrated- A developed foundational knowledge of the role of Paid Search in the marketing mix and best practices for campaign measurement and optimisation.

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.

The use of AI in the Application Process

At Republic of Media and The Freethinking Group we encourage and facilitate the use of AI systems where appropriate and in line with client agreements. During our recruitment process we want to get to know you as an individual and want to understand your personal interest in Republic of Media without mediation through an AI system. We also want to evaluate your non-AI-assisted communication skills. Therefore, please do not use AI assistants during the application 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 Trainee' in your email subject title.