

# REPUBLIC OF MEDIA

Job Title	Paid Search Manager	Line Manager(s)	Lucia Balsa, Paid Search Account Director
Package	£32,500 - £36,499 per annum + benefits		
Department	Digital		
Location	Edinburgh OR Manchester (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 The Scottish Government to Tennent's Lager, Slimming World, 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 Manager, which could be based in either Edinburgh or Manchester. In this role, you will be joining a team of Paid Search specialists as part of the broader digital team. As a Paid Search Manager at Republic of Media, your job will be to own the strategy and activation for your accounts, managing campaigns across Google Ads, Microsoft Ads, TikTok Search Ads, with potential to test new platforms. You will help to define account development plans in line with client objectives and will work with junior members of the team to ensure best practices are implemented, providing insightful reports and ongoing recommendations to drive growth. In this role, you will be working closely with the broader digital team and Comms to approach client strategy holistically.

## The Benefits

As well as salary, you'll be part of a profit-linked company bonus scheme that has paid out at least 2 weeks salary in each of the last 10 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 (pro rata if part time)
- Enhanced parental leave
- Holiday purchase scheme
- Private Aviva medical insurance (opt-in) plus Yu Life Wellbeing at Work for all
- Long service awards and a great social programme

## Job Description

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>- Translate client briefs into clear rationale documents and digital media schedules to meet the objectives</li><li>- Lead on campaign planning, set-up, optimisation and reporting</li><li>- Forecast and manage budgets in line with client objectives</li><li>- Help to develop account roadmaps and implement best practices</li><li>- Build strong relationships with clients and internal stakeholders</li><li>- Provide insightful reports based on internal and external factors</li><li>- Coach junior team members, ensuring high-quality outputs</li></ul>
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	<ul style="list-style-type: none"> <li>- Help to create visibility of paid search within the wider business through news updates, case studies and thought leadership</li> <li>- Champion best practices and help to create collateral to support visibility of our work through Case Studies and Award Entries.</li> </ul>
<b>Deliverables / measures of success</b>	<ul style="list-style-type: none"> <li>- Confident use of Paid Search and reporting platforms</li> <li>- Accurate management of budgets and account changes</li> <li>- Delivery of high-quality rationales and account builds</li> <li>- Developing and executing effective roadmaps and testing plans</li> <li>- Strong client and internal relationships</li> <li>- Excellent analysis and troubleshooting skills demonstrated</li> <li>- Drawing from multiple data sources to identify key insights and optimisations for client growth</li> <li>- High standard of strategy and reporting presentations,</li> <li>- A strategic and innovative approach to planning, aligned with client objectives and in close collaboration with other teams</li> </ul>
<b>Key requirements, technical and person</b>	<ul style="list-style-type: none"> <li>- At least two years' experience in a paid search role.</li> <li>- A proven track record of working with Google Ads, Microsoft Ads and Google Analytics</li> <li>- Advanced Excel skills and highly numerate, with strong data-handling and problem-solving skills</li> <li>- Clear and confident communicator in writing and verbally; excellent attention to detail.</li> <li>- A team player, able to build trust and develop strong relationships with stakeholders</li> <li>- A self-starter with an appetite to learn and achieve</li> <li>- Interest in innovating and testing new tools to streamline tasks</li> </ul>

### **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](mailto:luciab@republicofmedia.co.uk). Please reference 'Paid Search Manager' in your email subject title.