

M.I. MEDIA PAID SOCIAL MANAGER JOB SPEC

MAY 2021

About M.i. Media

M.i. Media was set up to carve out our own approach. To build an agency that has the freedom to always do the right thing for our clients and our people. Our ambition right from the start was to build a great place to work where people could enjoy flexibility, freedom and most of all fun, with employee wellbeing right at our core. That is no different today and we remain committed to achieving this.

M.i. Media is an independent media agency with unrivalled knowledge and expertise across all channels from broadcast to biddable. This gives our clients a unique 360 view on all factors impacting on their advertising performance. We use this knowledge to maximise every aspect of a client campaign, consistently delivering immediate and substantial improvements in effectiveness.

We pride ourselves on making a genuine impact on every client we work with and by doing so we have built up an impressive array of long-term clients across a wide range of industry sectors. Our expert team helps clients navigate the complex world of media, data and messaging, improving the performance of every advertising investment they make.

Currently 30 strong and growing, our small but mighty team live and breathe our five core values: **Always Ready, Open, No Stone Unturned, Human** and **Outcome Driven**. We're looking for like-minded people to join us for the next step of our exciting journey, who share these values but are prepared to challenge us all the same. So if you're looking to work alongside a close-knit, talented team, broaden your skillset and feel valued every day, M.i. Media just might be the place for you.

What does a Paid Social Manager do at M.i. Media?

A Paid Social Manager will be helping to manage the day to day running of clients' paid social business. They will be responsible for maintaining and developing client relationships while continually progressing their knowledge of other biddable media channels, as well as other areas which impact the effectiveness of a client's marketing investment.

M.i. Media is a cross-channel agency, working across a range of clients, both big and small. We offer clients a range of services and for many of our clients we are seen as an extension of the team, being drawn upon to consult on other areas outside of media. As such a Paid Social Manager would be expected to immerse themselves in a client's business and sector and grow their ability to consult across different areas such as media, data and technology.

While the role is principally focused on managing existing accounts with the guidance of the Biddable Account Director and Biddable Director, there will also be opportunities to get involved in new business pitches and M.i. Media's business development. As a growing company a Paid Social Manager will also play a key role in the development of Account Executives and Senior Account Executives by ensuring that they are getting the relevant training, exposure and support.

We welcome a fresh perspective on ways to improve a client's and our own business and this is a great opportunity to influence strategic decisions in an environment where your voice is heard at all levels.

What qualities does a Paid Social Manager need at M.i. Media?

- A natural curiosity and keenness to learn
- Analytical and good with numbers
- Energetic and enthusiastic
- A positive, flexible, can-do attitude
- Be able to coordinate and prioritise a number of tasks at the same time
- Self-motivated and proactive
- Confident, approachable, and willing to build strong client relationships

What experience and skills are required?

A Paid Social Manager should be confident with the day to day running of campaigns across a range of Paid Social and Biddable channels, with a solid understanding of best practices and optimisations to deliver against client objectives. They are expected to be confident in the following areas:

Planning

- Understand, interpret and challenge a client's Paid Social brief
- Work alongside the planning teams to put together intricate paid social plans which complement the broader media strategy
- Recommend relevant tests and opportunities which may be appropriate for your client's objectives
- Forecast results against the client's business KPIs
- Offer advice on best practice creative and tracking set-up in order to measure and fulfil targets

Implementation

- Ensure that the relevant data is made available to measure the effectiveness of a campaign
- Be confident with the set-up of campaigns, from audience identification and asset implementation through to tagging and tracking
- Advise on and implement in-channel testing strategies, ensuring accounts are structured in a logical and organised way
- Manage the delivery of campaigns from making sure activity appears as anticipated, that the daily run rate is sustainable for the campaign period and that the client budget is not exceeded

Reporting

- Oversee regular reporting provided by AEs / SAEs, ensuring they are providing quality and detailed recommendations for campaign optimisations
- Take charge of delivering the relevant analysis, working with different sized data sets from various sources and incorporating insight beyond that of linear findings
- Present results, insight and relevant industry updates to clients and clearly articulate opinions and recommendations in meetings

Relationships

- Become a trusted day to day point of contact for your clients, earning their trust through delivering prompt, high quality work and having the confidence to justify recommendations
- Keep abreast of new opportunities which may be relevant for our clients and establish relationships with media owners wherever possible
- Build strong communication lines with the wider team, having a strong understanding of what they do and where you may be able to support each other
- Become an integral part of the wider team, from offering to help on a new business pitch to coming up with ideas for the next team social!

Driving Progress

- Maintain an in-depth knowledge of biddable interfaces (predominantly Facebook & Twitter) and the intricacies of each platform, seeking the best value for the client at all times and putting forward new and innovative solutions

- Keep the wider team informed of new developments in the digital space and write content for the website where appropriate
- Manage a small team and be responsible for their development

We would expect a Paid Social Manager to have had 3+ years' experience handling paid social accounts, working across a range of clients with a minimum monthly budget of £10k.

What systems and software skills are required?

We would expect a Paid Social Manager to be confident using the following tools:

- MS Excel to an advanced level
- MS Word, PowerPoint and Outlook
- Facebook Business Manager, Twitter for Business and LinkedIn
- Website tracking tools such as Google Analytics or Adobe Analytics
- Ad management and ad serving tools such as DoubleClick or FlashTalking

It would be beneficial (but not essential) for a Paid Social Manager to have had experience using the following tools:

- Google Ads and/or Bing Ads
- TikTok, Snapchat and other emerging social channels
- Search competitor analysis tools such as Adthema, ComScore, SEMRush, Adgooroo or Search Metrics
- Website tracking implementation tools such as Google Tag Manager
- Bid management tools such as Kenshoo, Marin or SA 360
- Call tracking services such as Infinity or Response Tap
- Data visualisation software such as Google Data Studio, Microstrategy or Tableau
- E-Telmar (TGI) and Nielsen Ad Dynamix

Our Culture

We're chuffed to have a team of exceptional people. People who share the same passion about making a genuine difference. Who work extremely hard to deliver on our promises. Who are always prepared to club together and muck in when it's needed. Who celebrate the highs. And pick each other back up from the lows. Who want to share a fair and ethical workplace. Who believe in mental wellbeing and work life balance. Who are proud to work for a business which puts its people first. People who care.

Don't just take our word for it. Thanks to these people, we rank among [Campaign's Best Places to Work](#), our churn rates are amongst the lowest in the industry and we can offer a range of benefits that reflect who we really are, not just what boxes we can tick.

Some of the highlights include:

- 25 days basic annual leave with an annual increase by one day per year up to 30 days
- Free breakfast
- Early Friday finish
- Interest free season ticket loan
- Employee Assistance Programme
- Cycle to Work Scheme
- Profit Share Scheme
- Generous Pension Scheme
- Payroll Giving

- Payday Social
- Enhanced maternity and paternity packages including shared parental leave
- Flexible working
- Annual Christmas party not to be missed! Past locations have included Brussels, Amsterdam, Brighton and Paris
- No timesheets!

Our full **Benefits Book** gives the full flavour of who we are, what we stand for and what makes us a truly special place to work.

Equal Opportunities

M.i. Media is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. We make every effort to ensure that all potential employees are treated fairly and equally, regardless of their age, disability, sex, gender reassignment, pregnancy, maternity or paternity, race (including colour, nationality and ethnic or national origins), sexual orientation, religion or belief, or marital / partnership status. Candidates for employment will be assessed objectively against the requirements for the job, taking account of any reasonable adjustments that may be required for candidates with a disability.