

Job Description

Job title: Paid Social Manager

Team: Genie Goals

What it's about:

As the Paid Social Manager at Genie Goals you will be leading the Paid Social strategy for one of the UK's fastest growing digital marketing agencies, responsible for managing, developing and growing the channel across all relevant platforms.

You will need to bring energy and innovation to the role and channel in order to set and execute growth strategies. The role is extremely varied and will involve you taking day-to-day responsibilities for all of Genie Goals' Paid Social operations, including but not limited to; channel development, customer relationship management and team management & support.

Reporting To:

Head of Agency

Band/Level:

The Paid Social Manager sits in band 8, "Owner"

Job role > Owner

Work level > High-level of training, experience or technical expertise

Ownership > May have ownership of a particular competency or business area

Responsibility > Responsible for the creation of large strategies with a senior manager, and the execution of these

Freedom > Complete responsibility for own workload. Prioritisation agreed with senior manager.

External > Able to develop relationships with customers (or equivalent), find new customers, handle disputes

Manager > May have line manager responsibilities for a large number of staff

Reports to > MD / TD / director-level / senior manager

Key Responsibilities:

Paid social channel ownership:

- Lead the Paid Social strategy and methodology across the channel
- Contribute to and manage the channel development, sometimes leading long-term strategy and business goals
- Work in collaboration with the technical team to continue to improve and innovate our in-house technology with a specific focus on paid social
- Stay ahead of the competition in regards to strategies and technologies which might help achieve higher levels of performance and ultimately customer's satisfaction
- Manage the Paid Social P&L and ensure the channel is profitable unless otherwise strategically decided at the Board level

Account Excellence:

- Work closely with the Account Excellence team to ensure we deliver an unbelievable client experience and maximise client retention
- Analysis and optimisation across the channel to ensure delivery against specific KPIs
- Maximise performance of client campaigns against agreed KPIs

Client relationship and communication management:

- Maintaining relationship with clients, attendance at key pitches and meetings with both new and existing clients to support both account management and sales process

Internal reporting and communication:

- Report to the Head of Agency and provide clear overview of channel and client performance
- Prepare and present at monthly product meetings as required.
- Provide management reports to senior management team as required

Line management & recruitment:

- Line management of a small team
- Actively coaching and developing your team to help their development, through 1:2:1's and performance management
- Demonstrate the Genie Leadership behaviours to preserve and reinforce the positive culture within the company
- Oversee recruitment for Paid Social based positions and input into Genie Goals hiring matrix planning based on channel needs and objectives

Multi-Channel approach

- Full understanding of attribution and the role that each channel (offered by GG or otherwise) plays in the customer's lifecycle

Business Development

- Contributing to business development by means of networking and attending new client pitches to provide expertise in your specialist area
- Manage and enhance relationships with appropriate suppliers (e.g. Facebook, Twitter, Pinterest, LinkedIn etc.)
- 'Evangelise' the channel, including writing about and speaking at events, where appropriate
- Any other tasks or functions which are required by Genie, particularly in relation to Paid Social and digital marketing

Who we're looking for:		
Criteria	Description	Essential or Desirable
Experience	<ul style="list-style-type: none"> At least 3 years managing Paid Social campaigns with proven track record of achieving KPIs. Experience of managing and leading a team World class, up to date Paid Social knowledge and experience in all areas of Paid Social Multi-channel digital marketing awareness Multi-channel digital marketing experience Advanced strategy setting and implementation experience Experience in ecommerce and understanding of the retail sector in the context of digital marketing. Experience in client management 	Essential Essential Essential Desirable Essential Essential Essential Essential Essential
Skills	<ul style="list-style-type: none"> Inventive, always looking to be proactive and push the boundaries to try new things Strong analytical and project management skills Strong organisational skills Excellent communications skills (internally and externally) Able to communicate positively, influencing improvement and progression preserving an inspiring environment Able to work under pressure 	Essential Essential Essential Essential Essential Essential Essential
Genie Leadership Behaviours	<ul style="list-style-type: none"> I take ownership I invent and simplify I am right, a lot I insist on the highest standards I think big I have a bias for action I am frugal with company money I earn trust I dive deep I have backbone; I disagree and commit I deliver results 	Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential
Genie Behaviours	Smart <ul style="list-style-type: none"> Intelligent Imaginative Inquisitive Great attitude <ul style="list-style-type: none"> Motivated / driven Passionate 	Essential Essential Essential Essential Essential

	<ul style="list-style-type: none"> • Serious / focussed • Respectful 	Essential Essential
	Get things done <ul style="list-style-type: none"> • Planning • Teamwork • Adaptability 	Essential Essential Essential