**JOB DESCRIPTION**

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| **Job Title:** | **Trainee Paid Media Executive** |
| **Department:**  | Paid Media |
| **Reporting to:** | Paid Media Consultant |
| **Salary Band: (entry level)** | £18k per annum |
| **Reviews:** | 3-monthly |
| **Probationary Period:** | 6 months |

**Hours of Work:** Monday – Friday 9.00am – 5.30pmwith 1 hour for lunch

**Out of Hours:** Industry conferences and networking events

**Primary Responsibilities: -**

The Trainee Paid Media Executive is a hands-on role in the paid media department. You will learn to plan, execute and deliver all our paid advertising campaigns for our clients. The role will include and is not limited to

* Learn the practical and theoretical aspects of paid media channels, in order to apply this knowledge to your day to day job and to ensure that you pass the channels specific exams from Google, Bing and Facebook etc (Note: these exams have to be retaken on an annual basis)
* Setting up Paid Search, Paid Display and Paid Social accounts and campaigns for clients: for example, Google Ads, Bing Ads, Facebook Ads, LinkedIn Ads, Amazon Ads etc
* Daily optimisation of client accounts and identification of improvements of the account
* Provide ongoing communication and customer services via email, phone and meetings
* Creation of monthly reports and presenting the results at client meetings
* Learn to audit clients (and potential clients’) paid media accounts
* Learn to use a range of digital marketing tools/software; especially the use of Google Analytics, Tag Manager and platform-specific tools, such as Optymzr
* Research latest updates and changes to platform and develop your wider digital marketing knowledge and skills. This may involve attending training workshops, industry event and conferences: as well as desk research
* Understanding the marketing mix and the services offered by Anicca Digital
* General duties such as administration, attend team meetings etc

This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.

**The Role: -**

1. **Setting Up and Daily Optimising of Accounts**

As a Trainee Paid Media Executive you will be trained on how to set up paid search, display and social campaigns on client accounts. You will be trained to analyse the performance and report the highlights and developments in written format using various tools and technologies. You will be trained to routinely optimise a client’s account by checking all your campaigns daily/weekly and making necessary changes. You will learn to independently manage the activity ensuring that the accounts remain on budget and that we are delivering the agreed KPI’s. You will eventually take sole responsibility for managing the client project and regularly liaise with the client on the performance of the account.

1. **Client Interaction and Communication**

You will be responsible for responding to clients’ queries over the phone, email and in meetings. You will be expected attend and participate in regular team meetings which will often involve presenting reports that you would have previously prepared. All written work will be peer reviewed before sending to the client; however, you will learn to communicate with the client and report any changes that may affect the performance of the account. Similarly, you will also advise the Client Development managers and other members of the Anicca team about any issues or opportunities. If required, you will need to assist with Business Development (BD) activities such as attending marketing events, pitches or meetings

1. **Reporting and Targets**

As Trainee Paid Media Executive, you will be expected to understand the commercial KPI’s and also the channel KPI’s that impact performance. You will be taught how to analyse the reports and metrics and you will be trained on using Google Analytics amongst other tools to be able to set goals and measurements for your accounts.

You will eventually be responsible for ensuring that the client reporting is technically correct and that is being taken to any area that is demonstrating a negative trend in the performance of the services you are providing. You should ensure you are satisfied with the accuracy and quality of the grammar before it is distributed to the wider team and the Paid Media Consultant(s) for signing off

**4) Technical Knowledge, Training and Skills**

You will be taught to audit accounts for new business enquiries (i.e. part of the business development process). You will prepare PowerPoint slides with findings and opportunities and may be invited to attend the client meeting. You will observe and learn about the fact-finding processes, understand the commercial aspects of the service that Anicca provides and how to set KPI’s for your projects. You may also learn how the service you provide supports and contributes towards the clients’ whole marketing campaign.

You will regularly receive on the job coaching and training and may be expected to attend external training provision relative to the role. You will need to complete your training expectations in a timely manner as set by your manager. You will be required to study and pass various exams offered by the platforms Google and Facebook etc. You will also be asked to contribute to our regular blog and online resource centre; as this helps to demonstrate Anicca’s team continued knowledge and self-development.

You will be expected to spend an amount of time daily/weekly on researching industry blogs, thought leaders and other organisations/media outlets. You will need to research and develop your knowledge of the industry and specific platforms. You will also be able to attend Google head office and learn about platform and service changes.

**PERSON SPECIFICATION**

**Knowledge: -**

* Be educated to a minimum of A level standard with practical experience in a working environment or have graduated (or about to graduate) with a degree
* Ideally you should have knowledge or qualifications in marketing, media, business, maths or science

**Skills: -**

* You will have excellent written and communication skills that will allow you to engage with a wide variety of clients and businesses
* Knowledge of Microsoft Office packages, including practical use of Word and Excel spreadsheets
* You should have good numerical skills and enjoy working with numbers/spreadsheets
* Able to create and deliver PowerPoint presentations, some experience of modifying images using Photoshop (or a similar package), would be advantageous

**Behaviours: -**

* Interested in a career within marketing or an agency
* Ability to work on own initiative and as part of a team (team player)
* A desire to learn and be prepared to undertake further education in the workplace or at home
* Passion for digital marketing and particularly paid advertising techniques
* Self-discipline with housekeeping items such as timekeeping, clean desk policies, planning and organisation
* Positive attitude, for example, being enthusiastic and having a ‘can do’ approach