

Job Description: Paid Social Manager

Location: London

About Yonder Media

Yonder Media is the growth agency for the audience age.

We're a modern independent media agency, passionate about growing brands by putting audiences and imagination at the centre of everything we do.

Our team consists of media experts with decades of network agency experience, brand strategists and a sprinkling of creatives, brought together to develop simple, inventive media thinking, inspired by real human behaviour.

We plan, buy and optimise media across paid, owned and earned channels, guided by an understanding of the role that marketing and communications needs to play in any given purchasing cycle.

As part of [The Beyond Collective](#), we have access to diverse talents from across the creative industries, enabling us to tackle our clients' challenges in original ways.

We love to work with brands as ambitious as we are.

We're a startup in our third year of trading, and we still consider ourselves in fast growth mode. Consequently, every role in the business requires adept multi-tasking and a lot of learning on the job. There will be countless opportunities to get involved in the actual evolution of Yonder Media as a business, and there aren't many jobs out there that would offer you such a range of breadth of opportunities. This job suits an ambitious individual who wants real exposure to the exciting goings on at a startup media agency and is looking to fast track their career.

Summary of Role

As a Paid Social Media Manager, you will be managing client campaigns across social channels; primarily Facebook, Instagram, Twitter, Snapchat, and TikTok.

You will be tasked with developing platform and audience strategies for your clients' campaigns, working in tandem with the Media Planning team and Content Strategist to translate integrated strategies into your channels.

The campaigns you will be working on are across both branding and performance marketing objectives; with an emphasis on FMCG, Charity, and eCommerce sectors.

This is a great role for a candidate with proven and demonstrable experience agency side, who is comfortable managing campaigns with minimal supervision to help this fast growing agency with a variety of client briefs.

Key responsibilities

Strategy & Planning

- You will work with the Client Planning Team and Digital Account Manager taking client briefs and creating innovative Paid Social media plans with accompanying rationale / RTB slides that demonstrate how you will deliver quantifiable outcomes.
- Work with internal and external creative teams to advise on how to build and optimise creative assets for social media.

Campaign Management

- Build, manage and optimise Paid Social campaigns across multiple platforms
- Ensure every brief you receive has a clear set of measurable outcomes and that all parties (client, client teams and your specialist team) are agreed on these outcomes / KPI's
- You will be responsible for meeting and exceeding any agreed targets
- Create reports with insightful analysis to inform clients and key stakeholders

Innovation & Collaboration

- Actively seek out new trends, industry new / updates and product launches and share with wider team

Capabilities

- You will have a proven experience in Paid Social Media, preferably in an agency or experience across a number of clients and categories
- You are a whizz with Facebook Business Manager and Twitter Ads, and have a clear view on best practice campaign management
- You have a good working knowledge of other Social Ad platforms such as Snap, LinkedIn or TikTok
- You have knowledge of media measurement techniques / media effectiveness research techniques (e.g. brand lift studies)
- Experience with bid tech and location marketing platforms is a plus
- YouTube Ads and Google Analytics experience is a bonus
- Good analytical and data handling skills
- Ideally some experience in client relationships
- You have good communication skills (verbal and written) and confidence when presenting
- You have great organisational skills with attention to detail
- People recognise you as a team player, with the ability to work across the wider teams and foster collaboration and new ways of working
- You are entrepreneurial, a problem solver and enjoy discovering this for yourself.

You will also have the following qualities as a 'Beyonder'

- Natural team player and be able to turn their hand to a multitude of tasks
- Knowledgeable and opinionated on the media marketplace
- Curious and creative-minded
- Motivated to help us shape this fast-paced and exciting agency

Compensation

- Salary range £27k - £33k per annum
- 25 days holiday per annum plus 8 UK bank/public holidays
- In addition, we offer flexible Christmas break arrangements
- Summer hours in July and August
- Membership of a contributory pension plan
- EAP (Employee Assistance Programme)
- Annual Travel / Season Ticket interest free loan scheme
- 'Cycle to Work' scheme