



Brave digital. Expertly done.

# **Paid Media Executive Job Description**

**Paid Media**

Greenlight Digital Ltd

The Varnish Works, 3 Bravingtons Walk  
King's Cross, London, N1 9AJ

<http://www.greenlightdigital.com/careers>

+44 (0)20 7253 7000  
[iwanttowork@greenlightdigital.com](mailto:iwanttowork@greenlightdigital.com)

# The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT  
WE DO



## Job specification

Title: Paid Media Executive

## Job purpose

Reporting to a Paid Media Manager to set the agenda for all things Paid Media, your closest allies will be the Paid Media team. You'll work with an outstanding team of highly regarded experts in their field. Externally, you will be working closely with a number of clients. While we have given an indication of what we expect from you, we also expect you to think outside of this list of words, go and create something special, look for opportunities, and come to us with ideas.

## Role & responsibility

From a **Strategy and Creation perspective**, you'll be required to:

- Support the Paid Media Analyst in creation of Paid Search and Shopping strategies, and ongoing development
- Keyword research: To think laterally and creatively to produce keywords for campaigns
- Ad creation: Create compelling ads for clients, considering tone and brand
- Build URLs including adding tracking parameters
- Add all relevant Ad Extensions to campaigns
- Upload new campaigns and all relevant changes moving forward i.e. keywords, ad copy, URLs etc. into the DoubleClick Search technology stack
- Have an understanding of market trends and seasonality fluctuations and apply learnings to the campaign(s)
- Have an understanding of client(s) demographic profiles and apply to campaign developments and optimisations

From an **Optimisation and Development perspective**, you'll be required to:

- Carry out basic optimisation practices during daily checks, including Search Query Reports (SQRs) and Budget Health Checks
- Analyse and use conversion tracking data to further optimise and develop campaigns
- Support A/B tests
- Ensure day-to-day operations are aligned with campaign strategies and commercial goals
- Support with weekly and monthly analysis in preparation for client update meetings and calls
- Completes timesheets accurately and on time

From a **Client Interaction perspective**, you'll be required to:

- Understand the client's brand as part of the brand immersion process
- Have full transparency of daily client communication via a group client email address

## **Qualification & skills requirements**

- Educated to degree level or equivalent
- Intermediate Microsoft Excel knowledge and skills
- Some previous experience in online marketing is beneficial but not essential
- You'll be a smart, motivated and results-driven analytical individual
- You'll be well organised and have excellent copywriting skills
- You're able to multitask and work well within a team, as well as being able to prioritise tasks in a fast-paced environment along with the ability to accept interruptions as part of the routine
- Excellent attention to detail, especially when employing individual processes and procedures
- A confident and clear communicator, both in person and on the phone, able to quickly build excellent working relationships with internal and external stakeholders
- Brilliant networking skills, confidently develops new relationships, connects people
- Creative and strategic thinking to identify opportunities and challenge the status quo
- Be a maverick

## Desired behaviours

- Energy and enthusiasm promoting all things Paid Media
- Complete ownership and being in control - what's happening, when, where and what the impact is
- Curiosity: Asking questions and finding opportunities, generating ideas and encouraging others to think differently
- Great communication skills: Engaging, articulate, passionate, and tells a great story
- Constant networker: You'll be talking about who you've met, how you're connecting with these people and what impact it will have, growing contacts and networks constantly
- Sharing your knowledge about your expertise, as well as soaking up opportunities for you to learn new skills

# What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-stutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



# Manifesto

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We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on 'best practice'. We don't see the point in phrases like 'user needs'.

Instead, we get to what people actually want.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

## Our values

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If it doesn't feel right, we speak out.

We act on our curiosity,  
and question things



The devil's in it.

So, we keep our eyes on it.

## Brands we've worked with

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The electronics specialist  
**maplin**

**ebay**

 HarperCollins.

**ghd**  
good hair day, every day

**BrightHouse**

  
new balance

 Electrolux

LAURA  
ASHLEY

THE  
BRITISH  
HOME  
STORE

 HURTIGRUTEN

BURTON  
MENSWEAR  
LONDON

**MASTER of MALT**  
*keeping you in fine spirits since 1985*

  
HISCOX

*Rapha.*

**SIEMENS**

Currys 

頑度乾燥(しなさい)  
**Superdry.**

  
MILLENNIUM  
HOTEL



**Carphone Warehouse**

VICTORIA BECKHAM

FOOTASYMIUM 

LIBERTY  
LONDON

**mbna**

**BBC**

FURNITURE  
*Village*

 **wex**  
photographic

  
**EURONICS**

  
Legal &  
General

  
**32Red**



# Our story

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Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.