



Brave digital. Expertly done.

Paid Media Analyst

Job Description

Paid Media



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 Analyst

Job purpose

Create, optimise, and manage the development of paid media accounts (Paid Search, Shopping and Paid Social) delivering against performance, return on investment, and revenue targets. Supporting the Paid Media Manager (PMM) in the development of Paid Media Executives, working with Client Services to drive the strategy on accounts and shaping a best-in-class department. German, Spanish and French fluency is desirable. English fluency is a must.

Role & responsibility

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

- Create and set up new paid media campaigns for clients and partners
- Support the PMM/PD in the development of the paid media strategy
- Research and analyse new market trends and seasonality fluctuations and apply learnings to the campaign(s)
- Keep a tight grip on the market and competitor analysis to discover new opportunities and implement relevant changes
- Keyword & audience research: Think laterally and creatively to produce keywords and identify relevant audiences for campaigns
- Work alongside the Audience & Data Insights Team and use our social listening tools to identify and build an understanding of our clients'/prospects' target audiences and trends
- Ad creation: Create compelling ads for clients considering tone and brand
- Analyse and use conversion tracking data to further optimise and develop campaigns
- Prepare analysis for client monthly and quarterly review meetings
- Collaborate with the Paid Media, PR and Content teams in analysing the end of campaign performance, coming back to the campaign objectives and business goals. Taking into consideration audience growth, change in profile, engagement, reach, leads, and sales

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

- Ensure basic optimisation practices, i.e. Search Query Reports (SQR's), audience / placement targeting, and Budget Health Checks are being carried out
- A/B Testing: Test ad copy / formats, match types and landing pages, audiences, placements, analyse results and recommend campaign changes and updates
- Ensure day-to-day operations are aligned with campaign strategies and commercial goals
- Ensure work is prioritised and implemented based on agreed deadlines

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

- Understand the client's brand as part of the brand immersion process
- Contribute to client weekly calls including updating WIP's/Roadmaps or client logs
- Attend client monthly and quarterly review meetings with Account Managers, supporting presentation with some detailed analysis on performance and/or testing
- Have full transparency of daily client communication via a group client email address
- Respond to client requests/emails when applicable to your deliverables and priorities

From a **Training & Mentoring** perspective, you'll be required to:

- Be on hand to answer questions and offer support to the Paid Media Executives on a daily basis
- Deliver training to the overall department across a range of topics in Paid Media and be a go-to person for other departments
- Contribute at least one blog post every six months

Desired behaviours

- You'll have an innate curiosity and a willingness to share ideas, thoughts, and insights with your team and the business
- You'll be energetic, enthusiastic, determined, and proactive
- You'll have respect for others' point of view
- You'll possess excellent communication skills and work well with different departments across the business
- You'll be data-driven and analytical with a keen eye for attention to detail, especially when employing individual processes and procedures

Qualification & skills requirements

- Educated to degree level, or equivalent
- 2 - 3 years' experience in a similar role (agency or client-side)
- Intermediate Microsoft Excel knowledge and skills
- Smart, motivated, results-driven, and analytical individual
- Strong organisation and excellent copywriting skills
- Have the ability to multitask and work well with 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
- A confident and clear communicator, both in person and on the phone, and able to quickly build excellent working relationships with internal and external stakeholders
- Brilliant networking skills, and can confidently develop new relationships and connect people
- Creative and strategic thinking to identify opportunities, and challenge the status quo
- Training experience is beneficial, but not essential

What you'll get

Our people make us who we are, so to make sure we attract and retain the best and brightest in the industry, we offer an attractive benefits package. Of course, we offer the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! Daily breakfast and fruit, tick!). But not only that, there's a whole host of benefits – from discounted gym memberships and free eye tests to an employee pension scheme and enhanced maternity, paternity and adoption package. Here's a snapshot of just some of the benefits we think you might also like:

- **Dynamic working:** To keep that work-life harmony in check, we're flexible on where and when you work
- **Above-statutory 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

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



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

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

Bright House


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 

極度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse
VICTORIA BECKHAM

FOOTASYLIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General



Our story

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.