

## **Senior Paid Media Manager**

Department: Media

If you call yourself all five of these things keep reading:

- Scientist
- Explorer
- Optimizer
- Bulldog
- Entrepreneurial

You are looking at this job posting because you are bored by not having sufficient budget to run your paid media science projects. You don't have enough autonomy. You don't have support from management to implement all of your crazy awesome ideas.

Top three requirements:

- Paid Media Management of \$1MM+ enterprise level
- True Optimization through segmentation and testing
- Demonstrable Paid Media Experience & Results

If you're tired of managing PPC and digital paid media campaigns that are dictated by leadership who knows nothing about optimizing digital, this might be a career move for you!

We're seeking a bulldog type mentality of a seasoned paid media scientist who likes the challenge of optimizing digital paid media strategies. This role is for someone thick-skinned who will manage enterprise level paid digital budgets of \$1M+ annually. This is someone who can work with a high-level of autonomy and be trusted with budgets that allow this seasoned professional to test against. Being highly motivated and driven by constantly improving paid media traffic and results is a must. This tenured candidate should possess the ability to prove out measurable results. Simply knowing data points is only one piece of the puzzle but knowing what to do with those data points (and consumer behaviors) is the brainpower this candidate needs to be a master at.

This candidate must have a minimum of 5 years' experience in digital paid media management of \$1M+ annual budgets. Applications without this experience will not be considered. Additional demonstrable experience with DoubleClick, Hubspot, Google Ads, and Facebook Ad Manager are highly desired.

### **Company Overview:**

Agency Entourage has built an entrepreneurial agency culture around insightful, strategic, results-driven solutions. We've developed our approach through collaborative relationships with our clients and each other. In our think-tank clubhouse, we turn our enthusiasm and diverse interests into fanatic followings for our clients.

### **Job Description:**

Agency Entourage is seeking a Sr. Paid Media Manager. The Sr. Paid Media Manager is responsible to concept, create and manage paid media campaigns. These campaigns include

ownership over the client's entire digital paid media ecosystem (including, but not limited to: Paid Search, Display, YouTube and Social media advertising).

This role requires seasoned, hands-on experience managing complex and strategic paid media across a variety of channels. The primary responsibilities for this position are to be the go-to paid media expert for clients, successfully leading the day-to-day of the Paid Search, Display and social media campaigns, and driving sales. You will spend a majority of your time analyzing data, providing recommendations to the account team, making strategic decisions based on those findings and implementing them across clients paid media campaigns. You must be able to use these analytical insights, along with best practices and your own creative strategies to make decisions to effectively meet financial goals.

The Sr. Paid Media Manager will be fully accountable for each channel's optimization, financial performance, forecasting, budgets, reporting and vendor relationships. To succeed, the Sr. Paid Media Manager must be able to effectively prioritize, plan, implement, and quickly pivot strategies and tactics based on daily results and marketplace conditions. The candidate must possess a consultative approach to effectively communicate recommendations and develop business cases, and must be experienced and comfortable reporting results and educating all levels of management in the art and science of digital paid media marketing.

**Essential Functions:**

- Manage the execution of Paid Search, YouTube, Display and Social Media campaigns across multiple platforms and ensure program specific ROI goals are being met, including sales performance goals.
- Accountable for all facets of hands-on, day-to-day campaign activities, such as bid management, feed management, performance monitoring, campaign expansion, account restructures and segmentation, search query research/sculpting, ad copy writing and testing, custom labels, etc.
- Able to be client-facing and present in meetings.
- Manage budget and daily process to track, to ensure spending levels are on pace, and make shifts according to results, to chase demand and increased acquisitions.
- Create precise forecasts and scenario models of spending and demand plans based on expected return from marketplace conditions, trends, promotions and other variables. Plans must be created annually, seasonally, monthly, weekly and daily, and adjusted as needed.
- Maintain alignment with robust promotional calendar ensuring that ad copy and spend is consistent with site and Omni-channel goals.
- Create and maintain reporting of various attributes and KPIs, gather insight from direct and indirect data and identify/execute next steps accordingly.
- Present results and recaps on the fly, as well as high-level trends.
- Demonstrate thought leadership and professional communication skills by developing polished deliverables, such as presentations, Point of Views, business cases, and performance reports.
- Develop a strategic roadmap of optimization, test plans, and risk/benefit analysis; as well as analyzing results and developing actionable insights.
- Oversee processes for campaign maintenance and optimization, to ensure efficient and standardized procedures are in place; Identifies opportunities for continuous improvement.

- Manage internal relationships with buying/merchandising teams and cross-functional partners, as well as external relationships with partner agencies, vendors and search engines.
- Responsible for fostering teamwork and driving motivation of team members and vendor partners.

#### **Education/Experience:**

- B.A/B.S. degree required; Marketing, Business, Information Sciences, or Economics is preferred.
- 5+ years of enterprise level Paid Search Marketing (SEM) experience, in retail or e-commerce, preferably on the Agency side (Candidate may have previously held roles such as an SEM, PPC, or Paid Search campaign director, manager, strategist, planner, associate, etc.).
- Experience with Google Ads and Facebook Ad Manager is a must.
- Hands-on experience in managing annual campaigns budgets of \$1MM+ plus.

#### **Communication Skills:**

- Strong professional presence, articulate and effective communication skills.
- Proven ability to think on feet and effectively respond to incremental, ad hoc requests.
- Comfortably communicate and educate all levels of management, being mindful of audience and tone, and to tailor message to audience's needs.
- Superior verbal and writing skills, to create polished and professional PowerPoints, POVs and emails.
- Experience developing and delivering presentations with actionable insights and the ability to influence the decision making process, by articulating clear business cases, complete with risk assessments, justifiable ROI, and supplementing with analysis to support, in conjunction with persistent but respectful follow-up to bring ideas to life.
- Resolves conflict easily and quickly, reducing organization and interpersonal issues.
- Reaches out and supports cross-functional partners.
- Effectively transfers task execution and timeline requirements.

#### **Reasoning Ability:**

- Comprehensive analytical and critical thinking skills, with proven problem solving capabilities; Skillful at assessing disparate data, drawing conclusions, and taking strategic action based on findings.
- Seek ways to prioritize optimization opportunities, and test or validate.
- Refine and develop new methodologies and practices that improve Paid Media performance and profitability.
- Utilize sound business judgment to navigate the complex challenges of everyday conflicts that may interfere with the stated vision of campaign performance and people development.

#### **Other Skills:**

- Expert skills with Microsoft Excel (pivot tables, vlookups, and chart creation)
- Working knowledge of Basecamp is a plus.
- Hands-on experience building campaigns with Hubspot

- Hands-on experience with a bid management platforms, such as Kenshoo, Marin, Adobe or Dart Search a plus; SEM software skills a plus (e.g. Tableau, Hitwise, SEMRush, etc.).
- Experience with Google Analytics, Google Ads, DoubleClick, and with a multi-touch, fractional marketing attribution platforms a plus.
- Highly motivated and an independent self-starter who works comfortably in dynamic, time intensive environments where consistent fire drills and competing priorities are common place.
- Ability to partner with cross functional teams and vendors and use interpersonal skills to influence and create innovative ways to impact business results.
- Adept at managing and mentoring teams.
- Uses acquired expertise and knowledge to solve business challenges and provide focus to situations.

We're committed to growing our knowledge of their businesses so we can see beyond the assignment and stay on top of the plan. **We think like partners. We act like entrepreneurs. We care about results. We are our clients' entourage.**