

LEDGER BENNETT

Performance Marketing Manager

Salary range: \$80k-\$90k

Job Purpose:

Are you keen to further your career in marketing for a progressive forward-thinking agency? Do you enjoy working in a fast-paced environment, using the latest digital channels? We are experts in B2B demand generation, offering services from strategic direction through to campaign execution and performance. This role offers the opportunity to grow within our Media Team, delivering campaigns via channels such as Paid Search, Paid Social and programmatic. Due to our continued growth we are looking for an experienced media/performance marketing specialist to join and closely support the leadership of our global Media team. There is also the possibility of some international travel.

Job Description:

The role is crucial to the expansion of our Media function and developing skills across our ever-growing team of passionate paid and organic specialists. Providing additional resource to a busy department that is growing rapidly is just the start, you'll be working closely with the Media Team Lead to expand our capability as we grow and to coach our existing team in the latest media channels and develop them both personally and professionally. Working within a team dedicated to the delivery of Inbound campaigns, this role will require you to;

- Have minimum 4 years of experience in client-facing or lead roles guiding/delegating execution and owning long term strategic approach & growth of accounts
- Be passionate about all things B2B marketing
- Own the performance of your campaigns and drive internal teams and the client around perpetual performance
- Demonstrate ability to architect comprehensive testing plans to improve performance across a number of clients
- Be a natural leader, inspire and coach the individuals in the team so they can be the best versions of themselves
- Have a keen eye for detail and be able to give critical messaging and creative feedback
- Have a desire to understand the latest digital marketing trends and a hunger to continually develop as a professional
- Work autonomously, take direction, translate that into action and delegate across the team where appropriate
- Manage inbound marketing campaigns across all channels, including Search (paid and organic), Social (paid and organic) and media (including display, remarketing and programmatic advertising)
- Drive perfection and high performance across all aspects of the team, be that delivery, quality, performance, leadership
- Work closely with the Head of Media to ensure team structure and resourcing is appropriate and be proactive in identifying future team requirements
- Have an excellent grasp at an increasingly strategic level, the interactions between content marketing, inbound marketing and marketing technologies

Essential Skills

- 5 + years' experience and previously worked in highly effective teams delivering inbound marketing tactics.
- Be an expert in delivering in these platforms:
 - Google Adwords
 - Google Analytics
 - Facebook Business Manager
 - LinkedIn Ad Platform
 - Programmatic DSPs

- Experience in planning, executing, managing and reporting on Programmatic and Social Media is essential, with previous Search Engine Marketing (SEM) agency experience
- Good understanding and experience within real-time and contextually targeted display, social media, retargeting, IP look-up technology, conversion optimisation and web analytics
- Excellent organizational and time management skills are essential
- Manage client relationships, expectations and projects in a highly organised manner and ability to prioritise work.
- Have a strong understanding of the timescales involved with a project, scheduling and budget experience
- Results and delivery focused with a willingness to work long hours, often under pressure
- Excellent communication skills, both written and oral, and experienced in dealing with many stakeholders
- Self-motivated and capable in managing several client projects concurrently without supervision