

Job Description

Role: **Biddable Account Manager**

Department: **Media**

Reports into: **Biddable Account Director**

Responsible for Managing: **N/A**

About Us

At Dewynters we believe experience is everything. From those we share together at theatres and concerts, exhibitions or sports events, to those we enjoy at home or online, every experience matters. Established in 1872 and based in central London, we're a fully integrated advertising and marketing agency specialising in live events, entertainment and the arts. Key accounts include The Book of Mormon, The Lion King, Royal Shakespeare Company, Waitress, Dear Evan Hansen, ATP World Tour Tennis Finals and The Big Feastival.

Dewynters is driven by creativity, passion and innovation and always understands the importance of getting the very best results for our clients.

About the Role

As the Biddable Media Account Manager you'll be managing PPC, Paid Social and Programmatic Activity across a series of flagship accounts for the agency.

The nature of an independent agency requires a high level of flexibility, common sense and attention to detail. The role, therefore, will evolve over time as you carve out your own remit within the team and, as such, you'll need a proactive, hands-on approach to the way you work.

About You

This role will be based within the media team, working very closely with the Biddable Account Director and Biddable Executive, however, it requires an ambitious and positive candidate who wants to take ownership of their own accounts and is determined to deliver successful campaigns, innovation and continue to develop biddable offering within the agency.

The role requires someone with experience across biddable platforms and a track record of working with clients and managing campaign development, set up across a range of budgets.

Your responsibilities

- Work closely with the Biddable Account Director and Director of Media and Analytics to develop Biddable Media Solutions, develop strategy and approach to Biddable channels
- To devise and implement biddable media strategies across a number of accounts
- Plan, build, implement, report and optimise biddable media activity whilst establishing and reporting on suitable KPIs

- Responsible for the day to day running and management of these accounts, carrying out technical changes, analysing and drawing insight from third party analytics data, implementing innovative management techniques to maximise campaign performance
- Analyse and assess performance of campaigns and translate data into recommendations for the ongoing campaign approach
- Work closely with the rest of the media team and other 3rd parties to produce clear and concise campaign reports and recommendations
- Manage the conversion tracking solutions for Biddable Media activity
- Administer all budget activity, including budget recommendations, invoicing and billing
- Keep abreast of developments within the Biddable Media space and share your knowledge with the team and the wider agency

Your skills/qualifications

- Proven experience across Biddable media channels, specifically in either PPC, Social Advertising, Programmatic, ideally working within the agency environment
- Knowledge and experience across Biddable platforms and conversion tracking methods
- Outstanding interpersonal, verbal and written communication skills
- Meticulous attention to detail with all administrative tasks and comfortable in managing their own workload
- A team player with excellent time management skills who can work under pressure to strict deadlines, in a constantly changing environment, whilst also maintaining to deliver a professional service
- Flexible work attitude, with the ability to think on your feet and juggle conflicting priorities
- Experience in the entertainment and theatre industry is advantageous but not essential
- Up-to-date knowledge of emerging trends within the Digital Marketing field and a professional curiosity to find out what's happening in the future

Interested?

If you think this job is for you please send your updated CV and covering letter stating your salary expectations and why you are the right person to: recruitment@dewynters.com

What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 23 days holiday rising to 28 days holiday (includes the Christmas shut -down)
- Flexible working
- Private health Insurance
- Career development and training
- Enhanced Maternity and Paternity package
- Life Assurance
- Season Ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets