

Biddable Media Manager (Social)

Dewynters is a full-service Advertising/Marketing and Creative agency. Our clients' world-class brands bring people together – at the theatre, concerts, exhibitions, and sporting events. After a year like no other, we are rising to the challenge of reconnecting audiences to the bursting world of live entertainment.

Our campaigns entertain and engage ticket buyers through innovative, data-driven creative storytelling and this is your perfect chance to expand your horizons and play an important role in shaping the future marketing of some of the best live entertainment brands in the world.

The Biddable Media Manager role requires a digital professional with proven experience in paid social media advertising predominantly across Facebook and Instagram. Twitter & Tik Tok advertising experience is a bonus but not essential.

The role will require someone to lead all campaigns across paid social channels, developing the strategy, reporting framework, and delivering substantial growth with cost-effective campaigns.

The Role

- Responsible for all activity across Facebook, Instagram, as well as Twitter and TikTok as required.
- Setting up, running, monitoring, and optimising campaigns, as well as analyzing ROAS benchmarks and implementing improvements to existing campaigns to help grow sales.
- Provide regular updates to senior management and account managers on client results and changes to strategy
- Work with the creative teams to design and deliver creative assets to optimize marketing opportunities.
- Working collaboratively with other digital teams, aligning digital planning with traditional media channels
- Applying insight from digital performance as well as behavioural insight to optimise campaigns towards client objectives.
- Budget management - from channel optimisation, laydowns, planning, and delivery to reporting.

About You

- Proven hands-on experience managing paid Facebook campaigns across multiple accounts, preferably agency side.
- Technically and analytically minded, you thrive in a results-driven environment.
- Skilled in analysing performance metrics and able interpret them and use the data to deliver tangible campaign optimisations and outcomes.
- Excellent knowledge of Excel
- Thorough understanding of campaign implementation and experience of managing the process end to end.
- You must understand tracking processes across all relevant platforms and be competent in using Google Analytics or another web analytics solution.
- Excellent time management and organisational skills.
- Confident and resourceful, you will have autonomy over the business you work on, but the pressure to perform will reflect this.
- A team player, with the ability to work under pressure and to strict deadlines, in a busy and constantly changing environment.

Outside of salary - What can we offer you?

- 20 days holiday rising to 25 days holiday
- Flexible/Hybrid working model
- Private health insurance
- Enhanced Maternity and Paternity package
- Life Assurance
- Season ticket Loan

- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets