

## Paid Social/PPC Manager

Our clients' world-class brands bring people together – at the theatre, concerts, exhibitions, and sporting events. After a year like no other, we are expanding our media team to help us reconnect 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 the future of the live entertainment industry.

### The Role

- Our job is to sell tickets for our client's products - as many as possible at the highest yield and the lowest CPA.
- As part of Dewynters Media team, you will use your proven experience to help inform our day-to-day planning, buying and strategic development of Paid Social and PPC campaigns across multiple live entertainment products.
- You will implement sales strategies across Paid Social & Google platforms inc. PPC
- You will create and analyse performance reports and present back insights to internal stakeholders & clients.
- You understand the importance of building strong, consultative relationships.

### About You

- Technically and analytically minded you thrive in a result driven environment.
- You are skilled in analysing performance metrics and can interpret them and use the data to deliver tangible campaign optimisations and outcomes.
- You have proven expertise within Facebook Business Manager and the Google Ads platform.
- You have a thorough understanding of campaign implementation and experience of managing the process from end to end.
- You must understand tracking processes across all relevant platforms and be competent in using Google analytics.
- You have excellent time management and organisational skills.
- You are confident and resourceful, you will have autonomy over the business you work on, but the pressure to perform will reflect this.
- You are 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