

JOB DESCRIPTION

Role: Paid Social Director

Department: E-Commerce & Live Entertainment

Reports to: Head of Paid Media

ABOUT US

SINE Digital is the pre-eminent disruptive performance marketing agency with offices in London's West End and New York.

We provide cutting-edge digital solutions for some of the biggest names in live entertainment, fashion and e-commerce. Our data-driven expertise in strategic digital marketing consultancy and digital marketing insight is built on years of commercial experience.

ABOUT THE ROLE

Reporting into the Head of Paid Media, you will be responsible for strategising and overseeing paid social activity across Meta, TikTok, Snapchat, Pinterest, LinkedIn & Twitter, in order to drive performance across brand and sales campaigns.

You will be expected to lead the company into new social platforms and opportunities as the ever-changing landscape evolves.

With prior experience in managing large paid social campaigns and budgets, you will have excellent knowledge of the buying platforms, be results oriented and be able to work efficiently and effectively to deadlines.

RESPONSIBILITIES

- Work alongside the wider paid media team to develop bespoke social strategies for each campaign and ensure 'best in class' performance
- Build and maintain relationships with social media partners, working with them to explore new and innovative opportunities, and stay ahead of all new trends and platforms across the digital media landscape
- Be on the cutting edge of social trends and new platform features, and ensure a constant test and learn approach across social channels
- Stay abreast of team training needs, develop training resources and run sessions to build the account team's knowledge and improve campaign performance
- Liaise with internal and external creative teams to ensure creative assets are developed in line with agency and account-level best practice and insights

- Devise testing roadmaps to run at an agency level to gain deep insights across our key verticals such as entertainment
- Consistently monitor channel fee income and profitability and uncover growth opportunities, working closely with the Head of Paid Media
- Collaborate with the tech team to ensure we are maximising our use of tech innovations to improve measurement, make use of new features, as well as assisting with building out dashboards to gain deeper insights
- Aid the pitching process by contributing to social strategy and helping to achieve a more diverse platform mix
- Ensure SINE has all the required online tools to efficiently and effectively uncover performance insights and opportunities in your channel.

ABOUT YOU

- 4+ years of deep experience and expertise in paid social advertising
- Experience of planning and optimising across paid social platforms
- Proven track record of managing social partners and/or agency relationships
- Experience working across a range of client objectives
- Effective collaboration and teamwork skills, always striving to improve campaign performance and client comms quality
- Strong technical knowledge is essential, ideally across several paid social platforms i.e. Meta, TikTok, Pinterest, Snapchat, alongside a broad understanding of tracking and data
- Experience with setting up and troubleshooting pixel tracking for clients with varying complex or simple UX
- A professional curiosity and knowledge of new and emerging digital trends
- Outstanding interpersonal, verbal and written communication skills
- An eye for copywriting and proofreading
- Good knowledge of Microsoft Office or Google Drive Applications, especially Excel/Sheets and PowerPoint/ Presentations
- A creative problem solver
- A desire to learn and develop.

BENEFITS

- 25-day holiday allowance excluding Bank Holidays (plus extra time off over the Christmas period) and one extra day's holiday accrued for every year of service
- 3pm finish on a Friday
- Hybrid working and working from home equipment allowance
- An abundance of free tickets to live events
- An incredible office environment in the heart of Fitzrovia with neighbourhood discounts on local restaurants, health and wellbeing and shopping

- Structured personal development, a customised training programme and opportunities to attend industry conferences
- An active social events calendar and opportunity to input into the social calendar
- Opportunities to help further shape the business culture and agency benefits.

LOCATION

Our stunning offices are based in the heart of Fitzrovia, minutes walk from Goodge Street, Tottenham Court Road and Warren Street stations.

We currently operate a hybrid working week, including Tuesday-Thursday in the office with the option to work remotely on Mondays and Fridays.

APPLY

Please email careers@sinedigital.co.uk with your updated CV and a covering letter stating why you are the right person for the role.