

JOB DESCRIPTION

Job Title: Paid Media Account Executive

Reports to: Paid Media Account Director

Location: London

ABOUT US

SINE Digital is the pre-eminent disruptive performance marketing agency based in London's West End.

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

ABOUT THE ROLE

After a period of rapid growth, we're looking for an enthusiastic Paid Media Account Executive to support across a selection of our client accounts.

You'll play a vital part in the team by supporting the account managers and account directors to deliver advanced digital advertising campaigns for an exciting range of brands and products.

The role requires a keen interest and at least six months' experience in one or more paid media platforms such as Meta, Google Ads, Google DV360 or TikTok.

KEY RESPONSIBILITIES

As Account Executive at SINE Digital, you'll get your hands dirty with all sorts of exciting and pioneering digital work and have a range of key responsibilities, including:

- Supporting Account Managers to plan and execute innovative and target-oriented performance marketing campaigns for our clients
- Building, implementing and optimising paid media campaigns across a range of platforms such as Meta, Google Ads, TikTok and DV360
- Analysing data and reporting on performance marketing campaigns, carrying out any technical changes and conversion tracking solutions as required
- Writing effective ad copy and advising on creative deliverables to build eye-catching digital ads
- Ensuring that all campaigns are optimised and meet platform compliance regulations

- Supporting Account Managers to maintain accurate campaign schedules, budgets and invoices
- Producing weekly reports and identifying new opportunities for clients within the online advertising space
- Participating in internal and external meetings regarding current and future projects
- Attending available relevant training sessions

In return, we'll give you the opportunity to work with an amazingly dynamic and talented team on some incredible brands in a truly special working environment. We'll also enable you to broaden your skill set across digital channels as we provide you with a highly progressive training and development programme.

As a group company in a period of rapid international growth, we can offer exciting opportunities for progression in and enrichment of your career.

ABOUT YOU

As part of our dynamic, lively and fast-growing team, you'll need to demonstrate the following:

- At least six months' experience in paid media advertising
- Being an ambitious and positive team player with a passion and curiosity for digital marketing, ready to take the next step in your career
- Desire to work across a broad range of clients, from live entertainment to fashion e-commerce
- Thirst for knowledge and passion for self-development, as well as a willingness to learn and work across other digital channels
- Impeccable attention to detail in all areas of your work
- Excellent interpersonal, verbal and written communication skills, including an ability to communicate complicated information in a straightforward way for our clients
- Practical knowledge of Google Drive and/or Microsoft Office Applications, especially Sheets/Excel and Google Slides/PowerPoint
- Willingness to understand and embody SINE's values of Knowledge & Expertise, Transparency, Collaboration, Innovation and Passion
- Ability to thrive when working under pressure to strict deadlines, in a constantly changing environment, whilst maintaining a professional service
- Flexible working attitude.

BENEFITS

- 25-day holiday allowance (plus 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
- Flexible working hours. There are core hours you'll need to be online and deadlines to meet, but everyone is treated with trust and respect to create a proper work-life balance
- Hybrid working
- 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.com with your updated CV and a covering letter stating why you are the right person for the role.