

JOB DESCRIPTION

Job Title: Paid Media Account Manager
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 a skilled Paid Media Account Manager to take charge of a selection of our client accounts.

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

This position requires direct experience in performance marketing platforms such as Google Ads, Meta, TikTok and DV360.

The nature of the role also demands a track record of working directly with clients to explain, execute and measure bespoke paid search campaigns across a range of budgets, as well as a high level of flexibility, common sense and attention to detail.

KEY RESPONSIBILITIES

As an account manager 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:

- Working closely with the account directors and members of the executive team to develop innovative and target-oriented performance marketing strategies for our clients
- Helping to lead client relationships and communications with key stakeholders across a broad range of clients
- Planning, building, implementing and optimising performance marketing campaigns whilst establishing and reporting on suitable KPIs

- Taking responsibility for the day-to-day running and management of these accounts, liaising directly with clients
- Carrying out technical changes, managing conversion tracking solutions and analysing and drawing insight from third-party analytics data
- Implementing innovative management techniques to maximise campaign performance
- Producing and delivering clear and concise campaign dashboards, reports and recommendations to clients
- Administering all budget activity, including budget recommendations, invoicing and billing
- Managing and developing the skills of your Account Executives, ensuring efficient delegation of tasks to encompass all day-to-day requirements of your clients
- Working with the wider team to ensure we're always following best practice across accounts, whilst analysing and assessing performance of all past SINE Digital campaigns
- Attending and leading 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 digital 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 two years' 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
- An open, supportive and data-driven approach for the performance and outputs of key client accounts and other team members
- Thirst for knowledge and passion for self-development, as well as a willingness to learn and work across other digital channels
- Proven ability to develop and maintain excellent client relationships – including anticipating clients' digital marketing needs
- Experience of managing one or more junior digital marketing professionals
- Impeccable attention to detail in all areas of your work
- Outstanding interpersonal, verbal and written communication skills, including an ability to communicate complicated information in a straightforward way for our clients

- Proven 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
- Highly-developed creative problem-solving skills

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.