Paid Advertising Manager

Reporting Lines

Head of Marketing

Paid Advertising Manager

Department	Marketing and Communications	**Reporting to**	Head of Marketing & Comms
Salary Range	£40,000 to £45,000 per annum	**Version**	PAM-JP-V2-2023

Main Job Purpose

The Paid Advertising Manager will play a key part of the Marketing & Comms team. They will create a paid marketing strategy and execute campaigns to promote Action For Humanity's brand, enhance donor growth, and increase revenue.

As we have a small Marketing & Comms team, the ideal candidate will own the development and hands-on implementation of our multi-channel paid advertising strategy, monitoring and optimizing campaigns on active platforms such as Google Ads, Facebook, YouTube and TikTok.

The Paid Advertising Manager will create and build a paid campaign strategy, research keywords, analyse competitors and continue testing and monitoring campaigns on a day-to-day basis, providing adequate reporting and analysis to the Head of Marketing & Comms. The ideal candidate will play a key role in supporting the wider team in growing the brand and managing Action For Humanity's marketing budget for the highest return on investment.

Accountabilities

- Plan, develop, implement, track and optimise the delivery of a successful paid campaign strategy to build brand awareness and increase revenue from digital channels

- Create and maintain a full paid search campaign strategy, including researching keywords, analysing competitors and continuation of testing and optimisation
- Manage paid social media campaigns across various social media platforms, including but not limited to YouTube, Facebook, Instagram, LinkedIn, TikTok, and Twitter
- Collaborate with internal teams to understand campaign objectives and develop effective paid media advertising strategies
- Conduct audience research and create targeted audience segments to maximise campaign performance
- Create and manage ad campaigns, including creative ad copy, targeting, and budget management
- Brainstorm, create and manage ad creatives, including copy, images, videos, and landing pages
- Work closely with the wider team, such as content and design, to generate new ideas and ensure alignment and consistency in messaging and branding
- Continuously optimise campaigns to improve performance and achieve campaign goals
- Monitor and optimize campaigns to improve performance and achieve KPIs, such as ROAS, CPC, CTR, and CPA
- Regular reporting on agreed metrics, striving for continuous improvement to deliver on key objectives
- Managing own self development and staying up-to-date with paid search and social media advertising best practices, trends, and new features

Work Environment

- 90% indoors / office based
- 10% outdoors / travel / events / work trips etc.

Job Requirements

Education	• Degree / HND in relevant field i.e., Marketing, Digital Marketing and/or CIM Level 4 Certificate in Professional Marketing • English level 4 minimum
Experience	• 3-5 years of experience developing paid advertising campaigns on multiple platforms (PPC, Facebook etc) • Experience in the voluntary/ charity sector (desirable) • Experience in Google Adwords, social media advertising and website marketing • Experience in using CMSs, ideally Umbraco, and all mainstream social media tools • Experience using digital design software such as Adobe InDesign/ Photoshop/ Illustrator (desirable) • Strong understanding of data tools and platforms, experience of Data Privacy and GDPR requirements
Skills	• Perfect knowledge of paid advertising platforms, advertising tools and analytics tools (e.g. Google Analytics, Facebook Ads Manager, website CMS) • Strong budgeting skills, capable of categorising spend across key campaign activities and planned outcomes

	- Strategic thinker with creative mindset and a strong passion for data-driven digital marketing - A self-starter and self-learner, with the ability to work on your own initiative with minimal supervision - Excellent analytical skills and an eye for detail, with the ability to produce accurate and insightful reports and draw actionable insights - Excellent communication, organizational, and problem-solving skills - Excellent understanding of what makes a website successful and accessible - Analytical mindset and critical thinking
Languages	- Strong written and spoken English (essential) - Arabic and Urdu (desirable)