

LEDGER BENNETT

Head of Paid Media

London, England Metropolitan Area

Are you searching for your dream job? Here at Ledger Bennett, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

Ledger Bennett are looking for an experienced Head of Paid Media to join our team in London.

What will my new role involve?

Joining our team as our Head of Paid Media, you'll work on front lines, partnering with global clients and playing a key role in leading, driving and defining Ledger Bennett's Media vision. You'll work with a growing, collaborative, global team of innovative marketing experts who rely on your strong technical leadership to deliver optimized client experiences. And you'll be called upon – and supported with opportunity – to make an immediate impact on your career, clients and team.

As the leader of the team, you will work with our account teams and liaise with our clients to understand their marketing requirements and challenges, then work with our strategists to translate them into executable high performing campaigns that are focused on performance and revenue outcomes for our clients. And finally working with your team to oversee the exceptional delivery of those campaigns – getting hands-on with the detail and delivery on a daily basis.

As well as the above you will be responsible for ensuring the team have the appropriate resources and skills to cover delivery for our global clients, be that internal resources or supplementing that with freelance and outsourced partners where required.

Our ideal Head of Paid Media

You will need to be a data-driven, performance-focused digital marketer, a natural leader, a problem solver and a collaborator. You will need expertise and demonstratable experience of building high performing teams that comprise of media strategists and executors with expertise in the field of paid and organic search, social and SEO. You will also have the following skills and competencies:

- Expert knowledge in SEO and all media platforms and associated tools and systems
- A self-starter who is motivated by always pushing the boundaries on what's possible and always looking for the latest trend in B2B marketing
- Proven track record of delivering high performing marketing automation campaigns, with elements of continual optimisation and improvement
- Appreciation for funnel reporting etc (data piece)
- Ability do what's needed to get the job done whilst juggling/managing multiple projects and internal responsibilities
- Experience of leading and directing conversations with clients around their campaign requirements, priorities and media spend

- A professional and approachable manner with excellent people and communication skills
- Ability to work with a range of colleagues, skill sets and clients
- Experience managing a team and being a positive role model

What can we offer you?

As our Head of Paid Media, you will be entitled to a highly competitive salary of up to £60,000 plus a range of benefits including:

- 25 Days Holiday plus bank holidays
- Contributory Pension
- Bespoke learning and Development focus/Career progression
- People Framework
- Health Shield cash back plan
- Life Insurance
- Globally leading work style
- Loads more!

Why work for Ledger Bennett?

At Ledger Bennett you will implement best-in-class marketing solutions and adopt new and emerging technologies.

We are a well-established business of experienced digital marketing professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems.

We are growing rapidly with new offices in London, San Francisco and Chicago established in 2017. Joining us now you will be part of a fast paced and innovative agency and will have a chance to be a key part of this growth.

If you have the skills and experience to excel as our Head of Paid Media, click [APPLY](#) with your resume.