

LEDGER BENNETT

Media Consultant

At Ledger Bennett, we strive to help our employees find passion and purpose. We're looking for commercially driven strategic marketers, sales professionals and data scientists to help build the most advanced revenue services business in the world. If you think you could make a bigger impact on your client's revenue than your current job allows then join us to help change the way the world delivers revenue. Ledger Bennett is now looking for an experienced Media Consultant to join our team. We have adapted a flexible working style that is robust, admin-light with cloud-based systems that allow you to work from any suitable location with hours to suit you and our clients.

What will my new role involve?

The role is crucial to the expansion of our Media function and developing skills across our ever-growing team of passionate paid and organic specialists. Providing additional resource to a busy department that is growing rapidly is just the start, you'll be working closely with the Media Team Lead to expand our capability as we grow and to coach our existing team in the latest media channels and develop them both personally and professionally. Working within a team dedicated to the delivery of Inbound campaigns, this role will require you to;

- Have minimum 4 years of experience in client-facing or lead roles guiding/delegating execution and owning long term strategic approach & growth of accounts
- Be passionate about all things B2B marketing
- Own the performance of your campaigns and drive internal teams and the client around perpetual performance
- Demonstrate ability to architect comprehensive testing plans to improve performance across a number of clients
- Be a natural leader, inspire and coach the individuals in the team so they can be the best versions of themselves
- Have a keen eye for detail and be able to give critical messaging and creative feedback
- Have a desire to understand the latest digital marketing trends and a hunger to continually develop as a professional
- Work autonomously, take direction, translate that into action and delegate across the team where appropriate
- Manage inbound marketing campaigns across all channels, including Search (paid and organic), Social (paid and organic) and media (including display, remarketing and programmatic advertising)
- Drive perfection and high performance across all aspects of the team, be that delivery, quality, performance, leadership
- Work closely with the Head of Media to ensure team structure and resourcing is appropriate and be proactive in identifying future team requirements
- Have an excellent grasp at an increasingly strategic level, the interactions between content marketing, inbound marketing and marketing technologies

You will be an excellent fit if you have:

- 5+ years' experience and previously worked in highly effective teams delivering inbound marketing tactics.
- Be an expert in delivering in these platforms:
 - Google Adwords
 - Google Analytics
 - Facebook Business Manager
 - LinkedIn Ad Platform
 - Programmatic DSPs

- Experience in planning, executing, managing and reporting on Programmatic and Social Media is essential, with previous Search Engine Marketing (SEM) agency experience
- Good understanding and experience within real-time and contextually targeted display, social media, retargeting, IP look-up technology, conversion optimisation and web analytics
- Excellent organizational and time management skills are essential
- Manage client relationships, expectations and projects in a highly organised manner and ability to prioritise work.
- Have a strong understanding of the timescales involved with a project, scheduling and budget experience
- Results and delivery focused with a willingness to work long hours, often under pressure
- Excellent communication skills, both written and oral, and experienced in dealing with many stakeholders
- Self-motivated and capable in managing several client projects concurrently without supervision

What can we offer you?

At Ledger Bennett, we are proud to offer some of the best benefits in the B2B marketing space

As our Media Consultant, you will be entitled to a competitive salary, plus a range of benefits including:

- Uncapped Holiday Allowance
- A matched stakeholder pension plan, up to 5%
- A fully flexible WorkStyle
- A bespoke People Framework to ensure you have the right support, tools, and skills to carry out your role
- Full 4 x salary life insurance
- Choose your own IT, home office equipment
- Free and confidential anytime access to an award-winning Employee Assistance Program which includes, Free counselling, Financial advice, Legal advice
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health nonprofits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)
- Our Health and Wellness cash plan which includes Up to 100% money back for everyday healthcare benefits such as Dental, Optical and Physiotherapy, Children living at home and studying full time covered up to the age of 21 at no extra cost, Access to Ledger Bennett MyWellness, which offers additional services that help you take control of your own health

Why work for Ledger Bennett?

We believe that in the next 5 years Marketing, Sales and Customer Success functions will be replaced with a single Digital Revenue Team offering frictionless, transparent, recurring revenue growth. At Ledger Bennett you will implement best-in-class solutions and adopt new and emerging technologies. We are a well-established business of experienced digital professionals working in global teams to deliver data driven solutions to complex marketing, sales and customer success problems. We are growing rapidly with offices in London, San Francisco and Chicago.

So if you have the skills, hunger, and experience to be a part of the revenue revolution, then join us as our Media Consultant, **click APPLY with your CV.**