

Sr. Paid Media Manager

Ledger Bennett, Denver, CO - United States (Remote)

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 resources 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;

- 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), Social (paid) 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

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 Sr. Paid Media Manager, you will be entitled to a competitive salary, plus a range of benefits including:

- Life Insurance with 100% Paid Employee Premiums
- Unlimited PTO
- Medical/Dental/Vision Coverage (100% premiums paid for employee + 50% premiums paid for dependent)
- 401 (k) with Employer Contribution
- International Travel Benefits (We host an annual holiday party in London!)
- Free and confidential access to our award-winning Employee Assistance Program (EAP)
- An innovative approach to employee development through our People Framework
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health non-profits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)
- Create your own WorkStyle: As long as it works for your clients, your manager, and you, we trust you to make the call on where, when, and how you work!
- Choose your own IT home office equipment
- Employee Referral Bonus (\$675 per role)
- Wellness perks including 24/7 TeleDoc, Discounted access to hundreds of gyms w/company-paid joining fee, complimentary counseling services, and more!