

Start-up Marketing Agency is looking for a **French speaking Paid Social Specialist** with experience in managing paid social campaigns. You will partner with experienced strategists to create highly efficient and creative Social Campaigns. This a 360 degree role where the Paid Social Specialist will cover every aspect of PPC advertising from planning, strategy and set-up to execution, analysis and optimisation.

IMMEDIATE START

ROLE:

- Campaign management: Build on the existing approach, redesign campaign structure where needed to ensure the best possible performance outcomes
- Reporting: Track and optimise your paid social campaign KPIs,
- Produce and implement innovative campaigns across Facebook, Instagram and Twitter
- Drive customer acquisition and retention for our clients via Paid Social campaigns
- Effectively leverage bidding/targeting/placement strategy for increased performance
- Optimise campaigns across multiple accounts
- Measure, monitor and analyse the performance of your campaigns to identify potential improvements
- Ability to present well, both internally and externally to clients.
- Strong analytical skills and the ability to turn large data sets into meaningful action.
- Finding/suggesting faster ways of doing things.
- Practical ability to use a range of media technology (Facebook Custom Audiences, Facebook Audience Insights, Facebook Business Manager, Twitter Ads platform and Twitter Tailored Audiences)
- Ability to present well, both internally and externally to clients.

PROFILE:

- Fluent French and English
- **1-2 years experience running paid social campaigns preferably with agency experience as Paid Social Specialist**
- Experience using Facebook Ads Manager and Twitter Advertising platform
- Passionate about the digital advertising industry
- Data-driven analytical thinker with a hands-on approach and can-do attitude
- Excellent Microsoft Excel skills with data manipulation capabilities using weighted average, Vlookup formulas, pivot tables and results visualisation
- Excellent problem-solving skills and attention to detail
- Ability to manage multiple tasks simultaneously
- Able to interact effectively with both clients and other team members
- Preferred, but not essential, an undergraduate degree in a quantitative field such as Economics, Statistics, Engineering or Applied Mathematics

SALARY:

Between £24k and £26k and strong career prospects