

# + Digital Campaign Manager

**Location:** Glasgow - office based with potential for hybrid working after a successful 6 month probationary period.

**Salary:** Neg. DOE

**Term:** Permanent



The Media Shop is an employee-owned company, specialising in communications planning, media buying and digital marketing. As Scotland's longest-standing independent marketing services agency with a 36-year track record, nobody understands more about what it takes to adapt and thrive in an ever-changing media landscape than us.

The team has grown throughout the digital era and offers a broad range of digital services including paid search, SEO, paid & organic social, programmatic, affiliate and influencer marketing to sit alongside our traditional media planning and buying services.

We have a vast wealth of client experience from PLCs to owner-managed businesses, across a wide range of sectors including higher education, motors, charities, travel & tourism, food & drink, ecommerce & retail, and public sector. Our clients are our number one priority and central to our business.

Following several significant new business wins, the company is seeking a bright Digital Campaign Manager to join our growing team in Glasgow. Great campaigns start with a brilliant team, who are diverse in their thinking and have a shared passion for helping our clients thrive. If this is your bag, then The Media Shop is the place for you. We promise that the job will always be interesting, and no two days will ever be the same.

The company offers a competitive salary and an attractive benefits package including pension contribution, Private medical insurance, bonus scheme and enhanced holidays alongside other benefits that include team away days and health & wellbeing perks.

The Media Shop's employee-owned status allows for a different, purposeful, and collective view of working life. Our values guide how we work with each other, our clients, and suppliers.

The office is in The Garment Factory in Glasgow's Merchant City; the amazing facilities including changing rooms and showers, bike store, lockers, on-site café, zoom rooms, break-out spaces, and more.

## + Key Responsibilities

- Develop, own, and drive effective digital strategies for selected clients.
- End-to-end digital campaign management (planning, implementation, and reporting) across an assigned client portfolio.
- Confidently present analyses of client and campaign data to inform campaign strategy.

- Channel and audience planning using a range of platforms such as Google Ads, YouTube, Meta, TikTok, LinkedIn, Snapchat, X, Spotify, etc.
- Uncovering performance insights and learnings for campaign optimisations and recommendations.
- Ensuring client budgets are accurately managed.
- Preparing informative and concise reports using campaign dashboards to visualise data.
- Managing a team of digital executives to ensure digital campaigns are delivered to a high standard.
- Streamlining campaign implementation workflow, including tracking, set-up, and reporting.
- Proactively keeping clients updated with industry trends and developments, product releases and new tech.
- Supporting wider team by identifying key insights for business development.
- Introducing and driving adoption of new media platforms, technologies, and media solutions.
- Reporting to Account Director.

## + Experience, Skills & Aptitudes

The ideal candidate will have 3 to 4 years' experience working with digital channels and a proven track record of success in improving the ROI of client campaigns through the application of advanced digital marketing techniques. Experience of working with Higher Education clients would be beneficial.

Essential requirements:

- An analytical mind
- A passion for using data to tell stories, inform strategies and drive media, marketing and business decision making
- Have a breadth of knowledge across many digital marketing disciplines
- Proven ability to use Google Ads, Microsoft Advertising and SA360 platforms at an expert level including optimal use of bidding strategies, campaign experiments, keyword research and copy writing.
- Expertise with Meta Business Suite and other social media advertising platforms

Desirable requirements:

- Experience of working with clients in the further education sector
- Experience of working in a media agency
- Exposure to new business pitch process
- Knowledge of additional digital disciplines including SEO
- Knowledge and experience of the Amazon advertising eco-system

You'll need to be able to demonstrate curiosity in and appreciation of the wider media advertising landscape with a particular focus on keeping up to date on new digital opportunities, algorithm changes, etc.

You should be naturally at ease with people from junior to senior, be willing to get your sleeves rolled up and get stuck in!

Overall, you will be analytical, inquisitive, enthusiastic, helpful, confident, personable, and ambitious.

Good verbal and written communication skills are essential, as are arithmetic skills.

You will be tested on technical skills at interview stage.

## + Diversity and Inclusion Statement

As an employer, we are committed to ensuring the representation of people from all backgrounds regardless of their gender identity or expression, sexual orientation, race, religion, ethnicity, age, neurodiversity, disability status, or any other aspect which makes them unique. We welcome applicants from all backgrounds to apply and would encourage you to let us know if there are steps we can take to ensure that your recruitment process enables you to present yourself in a way that makes you comfortable.

## + Application

To apply, please send your CV and covering letter, outlining why you are a suitable candidate to [caroline@themediashop-scot.co.uk](mailto:caroline@themediashop-scot.co.uk) quoting DCM January 2025 in the subject line.

**APPLICATION DEADLINE: 2ND FEBRUARY 2025**