

+ Digital Performance Media Executive



+ The Role

Following continued growth and several significant new business wins, The Media Shop is looking for a Digital Marketing Executive to join our growing team in Glasgow. As an employee-owned business, we're committed to creating a workplace where people can build long-term careers, develop their skills and share in the success of the agency.

This is a hands-on delivery role for an experienced paid media practitioner who enjoys building, managing and optimising campaigns. You will be responsible for the day-to-day delivery of digital marketing activity across paid search, paid social and programmatic channels, working closely with two Senior Account Managers and the Director of Digital.

You will play a key role in delivering campaigns for a range of clients, with a particular focus on B2B and SaaS clients.

This role would suit someone with at least 2–3 years' experience in paid digital marketing, either agency-side or client-side, who is looking to further develop their career within a fast-paced and supportive agency environment.

+ Key Responsibilities

- Build, manage and optimise PPC campaigns across Google Ads and Microsoft Advertising.
- Deliver paid social campaigns across platforms including Meta and LinkedIn.
- Support the implementation and optimisation of ABM and programmatic activity.
- Support campaign tracking, audience creation and conversion measurement across advertising platforms, analytics and CRM systems.
- Conduct keyword research, audience research and competitor analysis.
- Monitor campaign performance and identify opportunities to improve results.
- Manage budgets, pacing and campaign delivery to ensure client objectives are achieved.
- Build dashboards and create regular reports and performance insights for internal teams and clients.
- Implement tracking and ensure campaigns are accurately measured.
- Work closely with Senior Account Managers to execute digital strategies and recommendations.
- Keep up to date with platform developments, new features and industry best practice.

+ Experience, Skills & Aptitudes

Essential

- Minimum 2–3 years' experience working in paid digital marketing.
- Proven experience managing Google Ads campaigns. Candidates must have Google Ads certifications.
- Proven experience managing paid social campaigns, particularly Meta Ads.

- Strong understanding of campaign optimisation, bidding strategies, audience targeting and performance reporting.
- Strong understanding of conversion tracking, attribution and campaign measurement.
- Experience using Google Analytics 4 (GA4) to analyse campaign performance.
- Experience working with Google Tag Manager or implementing marketing tracking solutions.
- Experience analysing campaign data and translating insights into actions.
- Excellent attention to detail and organisational skills.
- Strong written, verbal and numerical skills.
- A proactive, curious and results-driven mindset.
- A collaborative team player who is comfortable managing campaigns for multiple clients

Desirable

- Experience with Microsoft Advertising.
- Experience delivering LinkedIn advertising campaigns.
- Experience with programmatic advertising and/or account-based marketing (ABM).
- B2B or SaaS marketing experience.
- Lead gen experience.
- Exposure to advanced measurement solutions including CRM integrations, offline conversion tracking and attribution platforms would be advantageous.

+ Important

- This role is focused on paid media delivery. Applicants must have hands-on experience managing paid search and paid social advertising campaigns. Experience solely in organic social media management or content creation will not be sufficient for this position.
- Applicants must have the right to work in the UK. We are unable to sponsor visas for this role.

+ Reporting Structure

- Reports to the Director of Digital.
- Works closely with two Senior Account Managers.
- No direct line management responsibilities.

+ Salary & Benefits

- Competitive salary, dependent on experience.
- Eligibility for annual EOT profit share scheme after 1 year, subject to company performance.
- Pension contribution.
- Flexible and hybrid working.
- Enhanced holiday allowance.
- Professional development and training opportunities.
- Team away days and wellbeing initiatives.

+ About The Media Shop

The Media Shop is Scotland's longest-standing independent media agency, specialising in media research, planning, media buying and digital marketing.

We are also an employee-owned business, which means our people have a direct stake in the agency's success. This creates a collaborative culture where everyone is invested in delivering great work for our clients and supporting each other's development.

We work with a diverse range of clients across sectors including technology, higher education, travel and transport, retail, charity, public sector and food & drink. Our digital team delivers paid search, paid social, programmatic, SEO, influencer and wider performance marketing services alongside integrated media planning and buying.

Based in The Garment Factory in Glasgow's Merchant City, we offer a supportive and ambitious environment where people are encouraged to develop their skills, take ownership of their work and progress their careers.

+ Application Process

Email your CV and covering letter to caroline@themediashop.co.uk by 30th June 2026

Reference: Digital Performance Media Executive