

+ Digital Media Executive



The Media Shop is Scotland's longest-standing independent marketing services agency with a 38-year track record, specialising in communications planning, media buying and digital marketing. Nobody understands more about what it takes to adapt and thrive in an ever-changing media landscape than The Media Shop team.

The team has grown throughout the digital revolution and offers a broad range of digital services including paid search, SEO, paid & organic social, programmatic, affiliate and influencer marketing.

The agency has 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.

Following several significant new business wins, the company is seeking a bright **Digital Media Executive** 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 role is suitable for a graduate or someone with 1 - 2 years' experience in a similar role.

Applicants must already have the right to work in the UK; no visa sponsorship is available for this position.

The company offers a competitive salary and an attractive benefits package including pension, Life Assurance, Health Insurance, enhanced holidays alongside other benefits that include team away days, birthdays off, and health & wellbeing perks.

The Media Shop is committed to creating a diverse environment, where employees feel empowered to share different ideas, perspectives and experiences in a collaborative and creative work environment. Equality and inclusion are at the heart of our culture, and we ensure that every member of the team has an opportunity to advance their career quickly through internal promotion and significant financial investment in professional development plan.

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

+ Key Responsibilities

- Assist Campaign Managers to develop and deliver digital performance strategies for selected clients.
- Digital campaign implementation, and reporting across an assigned client portfolio.
- Confidently present analysis of client and campaign data from a variety of sources 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.

- Preparing informative and concise reports using campaign dashboards to visualise data.
- Streamlining campaign implementation workflow, including tracking, set-up and reporting.
- Proactively keeping clients up-to-date with industry trends, product releases and new tech.
- Assisting team with 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 an understanding of the role that SEO, paid search and paid social media plays in a digital media strategy. The skill of information literacy is essential for evaluating data to help with problem solving. You must have:

- An analytical mind
- Numeracy and literacy skills – a minimum of a B in National 5 (or equivalent) in English and Maths
- A passion for using data to tell stories, inform strategies and drive media, marketing and business decision making
- Have a breadth of understanding across many digital marketing disciplines

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 arithmetic skills are essential, as are verbal and written communication skills. You will be evaluated on technical skills at the interview stage.

+ Application Process

If you are the ideal candidate, please complete the application form on the link below, by 11 September 2026.

<https://forms.gle/8VMeP7SRLXbpdYPL7>