



+ Digital Campaign Manager



No visa sponsorship is available for this position: applicants must already have the right to work in the UK.

The Media Shop is Scotland's longest-standing independent marketing services agency, 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.

We offer a full-funnel media planning and buying approach, which spans all media including TV, CTV, Audio, Out of Home, Cinema, Print, and Digital. As part of this, the team offers a broad range of digital services including paid search, paid & organic social, programmatic, SEO, affiliate and influencer marketing.

We work with a broad spectrum of clients 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.

+ The Role

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, 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 their professional development plan.

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

+ Key Responsibilities

- Develop and drive digital performance strategies aligned with client objectives and growth targets.
- Lead end-to-end digital campaign planning, implementation, optimisation and reporting across an assigned client portfolio.
- Plan channels and audiences across platforms including Google Ads, YouTube, Meta, TikTok, LinkedIn, Snapchat, X and Spotify.
- Independently manage paid media accounts, conduct audits and identify opportunities to improve performance.
- Analyse data across advertising platforms and GA4, investigate tracking discrepancies and ensure accurate conversion measurement.
- Optimise campaigns against lead quality, conversion performance and wider business outcomes.
- Manage client budgets, develop performance forecasts and allocate spend effectively across channels and campaigns.
- Plan and evaluate A/B tests and experiments to drive continuous improvement.
- Translate campaign data into actionable insights, strategic recommendations and clear performance reports.
- Manage and support Digital Executives, ensuring high-quality campaign delivery and efficient workflows.
- Identify and share industry trends, new technologies and media opportunities to improve client performance.
- Collaborate with the wider team to identify growth opportunities and drive the adoption of new platforms and solutions.
- Reporting to Account Director.

+ Experience, Skills & Aptitudes

The ideal candidate will have a minimum of 4 years' experience working with digital channels and a proven track record in improving the ROI of client campaigns through the application of advanced digital marketing techniques.

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 copywriting.
- Expertise with Meta Business Suite and other social media advertising platforms

Desirable requirements:

- Experience of working with clients in the higher education sector
- Exposure to new business pitch process
- Knowledge of additional digital disciplines including SEO
- Knowledge and experience of the Amazon advertising eco-system
- There may be an opportunity in future to extend responsibilities to the wider media spectrum e.g. TV, Audio, Out of Home, and Press, if required by the business. Experience in this area would therefore be an advantage.

You'll need to be able to demonstrate curiosity in and appreciation of the paid media 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 evaluated on technical skills at interview stage.

+ Application Process

If you are the ideal candidate, please complete the application form on the link below, by Thurs 5 Nov.

<https://forms.gle/WSt5HPknMxyHgXTa8>