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| ROLE Title: | Paid Media Executive | | DAte: | | 1 January 2025 | |
| ROLE Code: | C | | Business Unit: | | Performance Marketing | |
| JOb Family: | Group Marketing | |  | |  | |
| Role | | Need to Do | | Need To Know | | Need to Be |
| **Role Purpose:**   * Key member of the Biddable Media Team, within Performance Marketing. * Monitor and manage biddable campaigns and optimise Media Spend Budgets across Google, Meta, and Microsoft Bing. * Involvement in paid media activity, owning external relationships with ad/social platforms and manage internal relationships with the commercial product owners. * Understand & implement biddable technology and data solutions to enable best in class activation. * Provide support on other biddable marketing efforts and business areas. * Drive growth across our paid search portfolio, incorporating industry best practice and ensuring RAC’s strategy continues to evolve and utilise emerging trends in automation & ML.   **Role Dimension:**  **Financial**   * Role is responsible for trading 6-7 figure media budgets across multiple biddable channels. * Biddable Media performance targets aligned to the company’s EBITDA objectives. * Effectively report, successes and failures to Performance Marketing team.   **Non-Financial**   * Support and deliver the performance marketing strategy across biddable media channels. * Hybrid working. 2 days a week on-site in the Bristol office. 3 days a week working from home.   **Relationships**   * Develop excellent stakeholder relationships with key internal stakeholder teams. * Build strong relationships with agencies and technology partners.   **Committees/Forum membership:**   * Attendance to weekly performance marketing meetings to update on specific projects or initiatives. * Weekly performance marketing meetings. * Weekly agency calls | | **Outcomes**   * Support and delivery of RAC’s biddable media activity, from setting strategy, to managing successful delivery of our plan, to the agreed targets. * Tracking and updating of all KPI data, segmenting, monitoring performance, and finding new ways to improve scale and cost efficiency. * Acquiring new customers at a profitable ROI by creating and executing campaigns that influence throughout the purchase funnel. * Conduct analysis and run A/B tests to optimize acquisition, conversion, and engagement. * Manage biddable budget planning at a macro level, ensuring overall spends are on plan and aligned to approved budgets. * Ensure campaigns are built and activated on time, aligned with wider biddable media plans and flighting. * Ensure campaigns are analysed daily to derive actionable insight and optimise campaigns towards KPIs and business objectives. * Leverage internal data, partner insights, market trends, and the competitive landscape to make data-based recommendations for perpetual improvements; consistently innovate, explore, learn, test, execute and iterate. * Supporting the Senior Biddable Media Manager, PPC Managers with search, social & display budgets and cost control to achieve ROI requirements for the business. * Work closely with The Studio & Brand & Marcomms teams to create engaging content that adheres to Brand guidelines. * Liaise with other areas of digital and offline marketing, as well as operational areas of the business to coordinate the launch of cross-channel promotions. * Responsible for ensuring advertising programme and copy adheres to RAC’s FCA processes | | **Skills/Knowledge/Experience  Required:**   * Hands on experience running and optimising successful biddable PPC and Social campaigns. * Strong experience using biddable channels - Google, Meta, Microsoft. * Strong analytical and Excel ­skills - can analyse large data sets and draw conclusions to help push forward marketing goals. * A creative mind – open to, and not afraid to try, new ideas. * Can build strong internal relationships quickly and maintain them to a high standard. * Ability to work under own initiative or under instruction. * The ability to constructively challenge current thinking in a manner that pushes the boundaries and creates long term competitive advantage. * A track record in delivering results – proven ability to make things happen. * An understanding of other marketing channels such as Affiliates and SEO. * An enthusiastic, ambitious and driven personality. * A track record in delivering results – proven ability to make things happen. * Up to date on the latest performance marketing strategies and a close eye on future trends.   **Desirable**   * Experience using the Google GMP Stack, SA360 or similar * Good understanding of Floodlight conversion tracking / Google Ads Tracking * Google Tag Manger experience * Understanding of attribution models * Experience using reporting visualisation tools e.g. Looker, PowerBi, Supermetrics   **Qualifications/FSA:**   * 2-3 years’ experience in performance marketing or similar biddable role. | | **Capabilities/Strengths:**   * Strategic Thinking – Level 3 * Commercial Awareness – Level 3 * Leading Change – Level 3 * Developing self & others – Level 3 * Achievement Drive – Level 3 * Judgement & decision making – Level 3 * Leadership – Level 2   Need to exhibit behaviours consistent with RAC core values:   * **H**andle it Together * **E**xceptional Service * **R**aise The Bar * **O**wn It |