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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/ExperienceRequired:*** 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
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