

Salesfire

We are looking for a Paid Media Manager to join our team

Salary: Competitive

Location: Middlesbrough

Type: Permanent



Why we exist

Since first launching in 2017, Salesfire has grown to provide a personalised on-site experience to over four million customers a day. Over 500 online businesses in the UK trust our award-winning products to help them convert more visitors into customers.

We're determined to help eCommerce businesses compete in a competitive industry dominated by huge blue chip companies. Our service provides online retailers the products and solutions they need to create a personalised user journey and enhance their online shopping experience.

This has all been made possible through our talented team which has grown to over 40 strong and we are seeking a talented, confident Paid Media Manager who has a passion for working with and growing eCommerce businesses. We are looking for commercially minded individuals who are able to put themselves in the shoes of online retailers and bring about real change.



The Role

We are looking to recruit a Paid Media Manager to create and deliver strategic paid media campaigns to help grow the Salesfire brand.

As a member of the marketing team, the successful applicant will be tasked with creation and delivery of marketing campaigns, monitoring and maintaining social media channels as well as supporting the team's day-to-day process.

Applicants must also be able to display a strong knowledge of digital marketing with experience of B2B advertising preferred.

The part you'll play

- Launching and optimising paid search campaigns, monitoring budgets and overseeing search platform accounts for the Salesfire brand.
- Establish and scale our advertising strategy with focus on data driven optimisation, lead generation, effective tracking and analytical reporting.
- Analysing trends and making data-driven decisions, producing detailed reports of campaigns.
- Working independently from a brief and comfortable delivering work to a deadline.
- Identifying new and appropriate channels and routes-to-market and managing those relationships.

The skills you'll need

- At least 2 years experience in planning & implementing PPC campaigns.
- Experience in paid social advertising platforms including LinkedIn, Facebook and Instagram.
- Strong analytical skills with experience in Google Analytics.
- Knowledge of B2B advertising is preferred but not essential.
- Degree level education in a relevant subject is preferred but not essential.

The perks we offer

Our team is at the centre of our success and we ensure we offer the benefits and opportunities they deserve. At the heart of our collaborative culture is our newly refurbished Middlesbrough HQ and we've made sure it's a great place to work.

We provide the technology and equipment you need to carry out your role to the best of your ability, shared meeting and break-away spaces for when you need time away from your desk and a fully stocked kitchen of tea and coffee. In addition, we offer flexible working for a better work-life balance and regular social events.

We all need a break from work, so everyone gets 24 days paid holidays in addition to the public bank holidays.

How to apply

If you feel you would be a great fit to our team, please send your CV and cover letter to the email address below.

Click the link to start your application.

careers@salesfire.co.uk