**Paid Media Manager**

**Cardiff Bay**

Salary: Starting from £25,000 dependent on experience

Are you on the lookout for a new challenge? We’re looking for a data driven & enthusiastic Paid Media Manager to join our award-winning Agency. Based in our Cardiff Bay office, this is a key role that will help support our growth and success moving forward, so we are looking for an ambitious individual who is ready to take that next step.

SBW is an award-winning Integrated Advertising Agency, with offices in Cardiff and Bristol.

Many of our campaigns have a positive impact that changes human behaviour. We work mainly in the Public Sector with a small number of commercial clients. Our client list includes: Welsh Government, a number of NHS Trusts in Wales, Bristol and London, The Royal Volunteer Service, Audit Wales, Wiltshire Farm Foods and Wessex Water. Our agency values can be seen in everything we do, we are for the 'good stuff', we are Inspired, Bright, Together & Human.

**Job description**

Your job will include setting up and managing excellent paid campaigns, focusing on generating conversions, through Facebook Ads, Google Ads and LinkedIn Ads.

You will be continuously analysing and reporting on the results of the campaigns, highlighting what improvements you've made and suggesting next steps.

Updating your clients and making recommendations on what will be done to the campaign, to improve the campaign and generate more conversions, for less.

**Required**

- Experience with Google Ads and/or Facebook Ads.

- BA/BSc degree or equivalent work experience.

- Great problem-solving skills and a thirst for knowledge.

- Great time management, making sure that deadlines are met.

- Excellent communication skills and a creative mind, with the ability to use data to inform all your decisions.

**Desirable**

- Experience communicating directly with clients.

- Confident navigation of Google Analytics.

- Understanding of Google Tag Manager.

In return you will receive a competitive salary, pension and profit share and excellent career development opportunities. Sound interesting? Please send your CV, together with a cover letter detailing your experience and why this role interests you, to: [ian@sbwadvertising.co.uk](mailto:ian@sbwadvertising.co.uk).