

Paid Social Executive - Job Description

Mmadigital is looking for a Paid Social Executive to join our unique and growing team of lead generation specialists. We currently own various brands that we use to market for leads across the legal, financial and insurance sectors each with their own strategy.

The Paid Social Executive will be responsible for increasing lead volumes via paid social channels and directly supporting the Customer Acquisition Specialist by managing and maintaining advertising campaigns.

Role & Responsibilities

- You will support the development of our paid social lead generation strategy, working with the key social media platforms to deliver on various objectives.
- You will own the end-to-end management and deliverables of specified paid social campaigns from implementation to optimisation, ensuring its delivery to time, budget & quality standards.
- You will work alongside our marketing and lead generation teams to ensure short and long term targets are being met and learnings are shared in order to support and scale paid social marketing.
- You will support enhancing mmadigital's overall approach to Paid Social marketing and design strategies that can be automated and executed at scale.
- You will adopt a continual 'test and learn' approach to all Paid Social activities.
- You will be expected to innovate and come up with creative ways to enhance campaign performance using new features and tech.
- You will support the Customer Acquisition Specialist on the day to day management of multiple social advertising accounts and campaigns.
- You will share your experience to improve and test existing campaigns and paid social strategies.

Requirements/Desired Skills

- A strong knowledge of Facebook Business & Ads Manager, Instagram, Snapchat, Twitter and LinkedIn.
- Knowledge of tracking pixels, UTM parameters and basic code implementation
- Strong analytical skills with an ability to analyse and draw insights from large data sets
- Good knowledge of excel; comfortable in analysing data sets, formulas and pivot tables
- Experienced in developing specific landing pages (desired but not essential)
- Basic understanding of HTML, CSS, JS
- Experience working with CRM systems preferably Salesforce
- Good verbal and written communication skills
- Flexible & Agile working attitude with good problem solving skills
- Ability to work to deadlines in a fast-paced environment
- Ideally worked in a lead generation focused or legal services background

About us:

mmadigital is a leading customer acquisition business, specialising in digital marketing and claims management business, in the legal and financial services sectors.

Since 2011, mmadigital has been the digital marketing agency of choice for the legal and financial services sectors, working with many legal and financial partners throughout the UK. We are one of the UK's largest independent marketing collectives, with a reputation for excellence and quality.

Specialist enquiry areas: Injuries & Accidents; Industrial Disease; Clinical Negligence; Family Law; Contested Probate; Housing Disrepair; Employment Law; and Wealth Management.

To apply for the role please email your CV & a cover letter to Jonathan Corris - jonathan@mmadigital.co.uk