



Paid Social Manager – Job Description

Full Time

Salary - £25,000 - £30,000 DOE

Mmadigital is looking for a Paid Social Manager 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 Manager will be responsible for increasing lead volumes and brand awareness via paid social channels reporting directly to the Senior Marketing Manager. You will be given the opportunity to manage all aspects of our paid strategy including planning, development & implementation across a variety of services across the claims sector. This is very much a hands-on role that is essential to our business growth strategy within our paid media channels.

As the Paid Social Manager you will be responsible for:

- You will manage 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 manage the enhancement of 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 Senior Marketing Manager on the day to day management of lead generation and customer acquisition
- You will share your experience to improve and test existing campaigns and paid social strategies.

As the Paid Social Manager you will have the following skill set:

- At least 2 years relevant experience within paid social
- 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
- A high degree of numeracy and literacy
- Hands on development of solutions for automating
- Good verbal and written communication skills
- Flexible & Agile working attitude with good problem solving skills
- Ability to identify new opportunities, test, learn and maximise performance
- Experience with budget management for paid media campaigns
- Experience working with CRM systems preferably Salesforce
- 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.