

Paid Media Assistant

Job Description

Job Title: Paid Media Assistant
Department: Digital Marketing
Location: Chester, England (hybrid working model)
Reports To: Senior Paid Media Manager
Salary: £24,000 - £24,500

Summary

This is an exciting role for someone looking to develop their skills in paid media and digital marketing. As a Paid Media Assistant, you will play a crucial role in supporting the Senior Paid Media Manager and the wider Digital Marketing team. You will assist in the management and optimisation of paid campaigns across various platforms while learning from more experienced team members.

If you have a keen eye for detail and are passionate about digital marketing, this could be the perfect role for you!

Responsibilities

While this role is more support-oriented, we are looking for a proactive individual who can help drive the success of our clients' campaigns. You will be provided with training, guidance, and the opportunity to grow and develop your skills in the field of Paid Media.

Strategy & Planning

- Assisting in conducting account audits to assess performance and identify areas for improvement
- Supporting the creation of Paid Media strategies based on client goals and objectives
- Helping with competitor research to understand industry trend
- Participating in team discussions to ensure strategic alignment of campaign activities

Analytics & Measurement

- Supporting the creation and maintenance of reporting dashboards (such as Lookerstudio) to track and measure campaign success
- Conducting data analysis to assist with campaign performance insights and reporting
- Learning how to effectively utilize analytics tools to gain insights into audience behavior

Campaign Activation & Account Management

- Supporting the setup and activation of Paid Media campaigns across platforms like Google Ads, Meta (Facebook/Instagram), and LinkedIn
- Assisting with day-to-day campaign management, including monitoring budgets, performance, and targeting optimizations
- Learning about bidding strategies, ad copy optimisations, and A/B testing to improve campaign performance
- Supporting creative asset development for campaigns in collaboration with the Content and Design teams

Communication

- Assisting the Senior Paid Media Manager during client calls, providing support where necessary
- Helping ensure that client expectations are met by providing necessary updates and reports
- Communicating with team members to ensure smooth execution of campaigns

New Business Development

- Supporting the creation of proposals and presentations for new business opportunities
- Assisting in the preparation of case studies to showcase campaign successes

What Success Looks Like:

- You learn quickly, contributing to campaigns that meet or exceed client expectations
- You are proactive, suggesting improvements or efficiencies based on your growing understanding of Paid Media
- You assist in optimising campaigns, making sure we're always improving and evolving
- You work well with others, building relationships with the team to drive collective success

Our Ideal Candidate:

- A basic understanding of paid search and paid social platforms
- Analytical and data-driven, with a desire to dive into campaign performance and audience insights
- A creative thinker, able to contribute to brainstorming sessions and content strategies
- Strong attention to detail, organised, and able to manage multiple tasks simultaneously
- Comfortable with Microsoft Excel/Google Sheets and learning new tools

- Eagerness to learn and grow within a fast-paced and dynamic team
 - Interest or experience in eCommerce platforms such as Shopify
 - Understanding of basic marketing concepts (4Ps, customer segmentation, etc.)
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So, Who Are Reckless?

At Reckless, we do more than just marketing. We solve problems and drive revenue for our clients, always striving to build strong relationships with both our clients and team members. We are passionate about fostering a collaborative, supportive, and creative environment where everyone is empowered to grow.

The Reckless Life

- Earn up to 5 extra holiday days with each year of service
 - Christmas shut down (gifted)
 - Breakfast butties for new account wins and project work
 - Company pension scheme
 - Pick and Mix Benefits Scheme
 - Conferences, events, and training allowance
 - Hybrid working; 2 days a week in the office, but flexible to do more if preferred
 - Flexi-time hours to accommodate life's ups and downs
 - Competitive salary, regularly reviewed
 - Your choice of equipment to work on
 - Regular team outings; from inflatable pubs and race days to ski trips!
 - And yes, we do have the essentials: table tennis, Xbox, a dog, a beer fridge, and more...
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Interested?

If you're excited about joining our team, please send us your CV and a cover letter to **hello@reckless.agency** showcasing your enthusiasm and experience!