

ROLE: MEDIA CAMPAIGN MANAGER

WE DON'T DO WALLPAPER

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term 'performance' marketing that swamps the industry with no lasting business effects. We believe that unignorable creativity is the most powerful way to drive commercial results for our clients. Creativity that is built on powerful human truths that generate fame, attention, and build brand memorability for our clients.

Our approach is working. We were proud to have been named Global B2B Creative Agency of the Year by the Association of National Advertisers last year, as well as being the only B2B agency to be recognised with an IPA Effectiveness Accreditation for 2021 – 2023. This has led to some great new account wins including KPMG, Auto Trader, Kaspersky, Logitech and Volvo.

WE'RE NOTHING WITHOUT YOU

We're looking for an experienced Media Campaign Manager who has a passion for advertising, digital media and data and a desire to learn and grow with an award-winning team. With the rapid expansion of our media business, we have an immediate and exciting opportunity to manage the performance and success of one of our largest clients as they expand globally.

If you have previous experience in paid media campaign management and analysis across digital, paid social and PPC channels at a brand or advertising/media agency with a desire to take ownership over some of our key clients' campaign success, this is an excellent opportunity to develop.

Your focus will be to make it successful: take full ownership of campaign delivery; to ensure that paid media activity is performing at its full potential; that your colleagues and clients are kept up to date with what's working (and what isn't); Problem-solving and proactively providing solutions and optimisations; working closely with our third-party delivery partners to ensure long-term campaign success. In short, you will aim to earn the respect of your colleagues, partners and clients by being hard-working, intelligent and knowledgeable. This is an excellent opportunity for a bright and data-minded individual to join our ever-expanding team.

WHAT YOU'LL LOVE DOING

- Playing a vital role in the management, delivery, performance and reporting of digital media campaigns across programmatic (display & video), paid social, PPC, DOOH, addressable, audio, etc. for the agency's media clients
- Ownership of media campaign performance with daily monitoring and reporting
- Creating both internal and client-facing reports and presentations detailing campaign delivery, performance, optimisations, and recommendations for improvements
- Providing in-depth analysis of media campaign delivery to support planning and creative functions (where applicable)
- Utilising data to model campaign performance and predict future trends based on spend thresholds and channel investments
- Working with multiple data sets to provide a clear understanding and cohesive story of media performance, and break down what is working and what isn't in a clear, concise way
- Proactively suggest optimisations to communicate with senior agency stakeholders, account management, our clients and our third-party delivery partners (buying platforms, tech partners, direct publishers/outlets)
- Work closely with third-party platforms and partners to ensure they remain accountable for campaign delivery and success
- Develop capabilities in the media and planning teams to understand how insights can be used effectively and consistently
- Present data and insights to internal stakeholders and clients in a way digestible by all skillsets
- Providing post-campaign analysis and action points/recommendations for ensuring long-term success for our clients

WHO WILL THRIVE

- A love of media and advertising, with a focus on digital and tech
- A minimum of 3 years of hands-on experience in paid media campaign management and reporting
- Demonstrated ability in delivering effective media campaigns and insight across both online and offline channels
- Experience building and/or using econometrics models is advantageous
- The ability to work in a dynamic, deadline focused environment where it's essential to act quickly, think independently and critically with excellent attention to detail
- Outstanding analytical skills and ability to think strategically, making commercial decisions through data
- Excellent communication skills with the ability to influence and build working relationships across all levels
- A 'can do' attitude with a hands-on, naturally curious and passionate about learning something new every single day

WHAT WE CAN OFFER YOU:

Great range of employee benefits including:

- 25 days annual leave
- Monthly creative allowance
- Investment in personal learning and development
- Subsidised gym membership
- A mattress ... speak to us to find out more!

If this sounds like it's up your street, send your CV to jobs@trueagency.com

ABOUT TRUE

True is a multi-award-winning B2B creative and media agency with the central philosophy: 'Make it memorable'. We believe that unignorable creativity is the most powerful way to drive business growth. And having next-generation data and media capabilities under one roof gives us the unique ability to see campaigns through from planning to delivery and optimisation; more efficiently and more effectively.

True's clients span industries, including Big Four professional services firm KPMG; automotive giant Auto Trader; fintech company Worldline; business services company Yell; Kaspersky in cybersecurity and consumer electronics company, Logitech.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2020 in the [B2B Marketing Agencies Benchmarking Report](#).

www.trueagency.com