

# Empower Agency Job Description

## Paid Media Executive

### About the role

- **JOB TITLE:** Paid Media Executive
- **LOCATION:** Based in the UK. This is a mainly remote role, with monthly in-person team meetings in London which you will be required to attend, and optional weekly coworking in London with the wider Empower team.
- **WORKING HOURS:** Full-time 40 hours a week (core working hours 10am - 4pm). Flexi working hours and part-time applications (min. 4 days a week) considered.
- **SALARY:** £28,000 – £34,000, depending on experience
- **START DATE:** ASAP

### About Empower

Empower run Digital, Social and Content Marketing campaigns for some of the biggest and best charity, nonprofit and social good brands around the world. Our mission is to help purpose-led organisations and the people that work for them around the world use digital tools to create and communicate positive social and environmental impact.

We run award-winning campaigns, translating our clients' goals into effective strategy and implementation. We are flexible and inventive, seeing communication challenges as opportunities to develop bespoke approaches.

Current and previous clients include: UN Refugee Agency, Amnesty International, UNICEF, The Jo Cox Foundation, Science Based Targets Network, Business for Nature, The Green Party, Global Witness, We Mean Business, World Resources Institute, COP26 Climate Champions, The Guardian, RSPCA, The Wildlife Trusts, Medact, UNPRI and ShelterBox.

Check out some of our case studies [here](#).

We are happiest when we become the trusted counsel and a friendly sounding board to our clients and their teams. We believe in close collaboration with our clients and an emphasis on working with our clients to deliver results.

## **Our values**

Our values are central to our work. We only work with clients and team members who actively demonstrate these values:

- Driven: We are ambitious, professional and take initiative
- People-centred: We are kind, generous and human
- Ethical: We are trustworthy, transparent and fair

## **Why we're good to work for**

- Do nice work for nice clients with a nice team (nice!)
- We want to work with the real you - [see our Manuals of Me](#)
- We're a dedicated B Corp!
- Work with well-known brands in the purpose-led and nonprofit sector
- Flexible remote working in a friendly, supportive working environment (you can work in your PJs if you want to, as long as the work gets done!)
- Monthly meet-up in London with your colleagues for collaboration, creativity, inspiration and cake
- Modern working environment (our stack includes Gmail, Google Drive, Slack, Asana)
- Internal team working structure (you'll never work on an account alone and won't have to worry about your handover when you're taking a well-deserved break)
- Hands-on experience developing and implementing the latest digital marketing approaches
- Training in all aspects of digital marketing

## **Who you are**

- You'll be managed by Account Managers and work alongside Social Media Managers to execute an integrated strategy for your clients.
- You'll analyse performance data and provide insights and recommendations, plus implementing appropriate optimisation plans based on what you find.
- You'll work with Account Managers and Paid Specialists, to manage client paid media budgets and advise on budget changes based on your expertise and campaign performance metrics.
- You'll help determine benchmark performances to help clients estimate what can be achieved in their campaigns
- You'll work with each account's Account Manager to provide high quality and insightful reports for all clients on a regular basis.

- Ready to learn and actively seek more work, you're dedicated to continually learning and improving your skills, to deliver the highest-quality service to Empower clients.
- You love to be active and would be a natural ambassador for the [Empower team](#).

## **What skills and experience you'll have**

Minimum criteria:

- Active experience in managing live ad campaigns across at least two of Facebook, Twitter, Google and LinkedIn
- Excellent written and verbal English
- Excellent copywriting skills, especially writing for digital experiences
- Well-organised and practical
- Strong at email communication and inbox management
- Comfortable working closely with clients
- Comfortable working independently on tasks
- No degree needed – we're more interested in your ideas and experience

## **What your first 3 months will look like**

- The first week will be Empower onboarding; getting to know our team and culture, learning about all of the platforms we use and introducing you to team members.
- The next few weeks you'll be going through our internal training programme and learning our best practices, along with working behind the scenes on live campaigns.
- Shadowing different team members on how Empower currently delivers paid campaigns, including joining clients calls and new business calls where appropriate.
- Month two and three you will continue to go through our internal training programme while continuing to work on clients alongside with the rest of the paid media team
- Within those 3 months there will be several team days (1x per month), where you'll get to meet your team in real life and get to know them better - especially as we mostly work from home.