

Empower Agency Job Description: Paid Media Manager

About the role

- **JOB TITLE:** Paid Media Manager
- **LOCATION:** Preferably based in the UK, or nearby time zones. This is a fully remote role.
NB: We have an in-person coworking day in London once a month, which, if UK-based, you will be required to attend.
- **WORKING HOURS:** Full-time 40 hours a week (9am-6pm UKT). Part-time applications considered (min. 4 days a week).
- **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. Check out some of our case studies [here](#).

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.

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

- 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)
- Hands-on experience developing and implementing the latest digital marketing approaches
- Work with well-known brands in the social good and charity sector
- Training in all aspects of digital marketing
- Do nice work for nice clients with a nice team (nice!)
- 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)

☀️ Who you are

- You have knowledge and experience across paid media platforms including but not limited to Facebook Ads and Google Ads.
- You can manage campaigns and execution for multiple clients.
- You feel confident communicating results and recommendations to your team.
- You're a team player who will be working with account managers and other paid media managers to troubleshoot ad campaign strategies and tactics
- You are analytical with a love for Facebook Ads, Google Ads, and the ever changing world of paid media.
- Quick to build relationships at all levels, you thrive working in a fast-paced and dynamic team.
- 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:

- 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.
- Shadowing different team members on how Empower currently delivers paid campaigns.
- Month two and three you will continue to go through our internal training programme while slowly bringing on clients of your own.
- Within those 3 months there will be several team days, where you'll get to meet your team in real life and get to know them better - especially as we mostly work from home.



Benefits

- 25 days holiday, plus UK bank holidays
- Workplace pension scheme (5% Employer contribution)
- Two days a week coworking with the London team, or contribution to coworking space near your home.
- Full career development planning, focused on career goals, and role progression.
- Quarterly training / mindset days with the team, plus £250 annual personal training budget.
- £1,000 equipment budget with additional support for needs uncovered by workplace assessment.
- Annual wellness subscription of your choice, eg: Headspace, Oddbox etc
- Free annual exam and glasses contribution if screen use impacts prescription
- Family support: Progressive package inclusive of mental health, miscarriage, conception, menopause, bereavement support. Maternity offerings include 12 weeks leave on 90% of normal pay.
- Annual charitable donation: £200 per person donation of your choice, plus a coordinated team fund of £1000.