



## 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, Productive)
- 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

## **What you'll be doing**

- You'll be planning paid media campaigns, including platform selection, budgets, timings, audience targeting and creative development.
- You'll be managed by Account Managers and work alongside Account Executives, Content Creators and other specialists, to deliver an integrated strategy for your clients.
- You'll be hands on building paid media campaigns across Facebook, Instagram, LinkedIn, X, Google, YouTube and more
- 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 analyse performance data, provide client-facing insights and recommendations, and implement optimisation based on what you find.
- You'll work with your account teams, to provide high quality and insightful client reporting on a regular basis.
- You'll help determine benchmark performances to help clients estimate what can be achieved in their campaigns
- 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](#).

## ★ Core competencies we look for

Empower seek these competencies across all levels. Although this is a junior role, we'll be looking to see the potential to help you flourish in these areas:

- **Leadership:** You inspire and influence others, working proactively, bringing forward solutions, researching and sharing knowledge, being future-oriented and fostering innovation.
- **Responsibility:** You are punctual, have optimal time, deadline and task management. You are self-motivated, consistent and communicate clearly and often as required by a mixture of autonomous and team remote work.
- **Relationships:** You develop relationships with clients and colleagues that deliver on client-work, agency and career development for yourself and others. You plan and use time well with others, delivering the best possible outcomes and experiences.
- **Creativity:** You apply inventive solutions to your work, and apply flexible thinking, bringing forward new ideas and evolving existing ways of working. You are hands-on and able to support varying tasks from social media to strategy, and show willingness to learn along the way.
- **Commercial Awareness:** You are hungry to understand what makes an organisation successful, how your role may affect business performance, and to deliver profitable client work and impactful internal projects.
- **Values-Driven:** You are motivated to work for Empower as a B Corp and impact driven organisation.

## **17** 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.