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**Paid Media Executive**

**London, United Kingdom**

**About Ad Fabric**

Ad Fabric is a multi-award-winning, future-driven media planning and buying agency based in London. We're on a mission to liberate ambitious businesses looking for accelerated growth, free from the constraints of restrictive structures and outdated approaches prevalent in the agency world. Our diverse portfolio of challenger clients spans industries including Banking, Entertainment, FMCG, Telecoms, and Ecommerce.

As an independent agency, our experience and agility enable us to deliver uncompromised, high-performing solutions that align with our mission to drive accelerated growth for our clients. We're changing the way media is done today, delivering game changing results for our clients. Eager to excel and become a future paid media superstar? This could be just the job for you!

**The Role**

We are seeking a talented and motivated Paid Media Executive to join our award winning team. This entry-level position offers a rare opportunity to kickstart your career in media, working directly with a highly experienced team of experts in this space. As we continue to grow, this role presents a unique opportunity for the right person to learn and develop their media expertise at an accelerated pace.

**Key Responsibilities**

* Monitoring, analysing and optimising existing client campaigns – across paid media channels, including paid search, paid social, and affiliates.
* Contributing to the research and development of paid media strategies aligned with client objectives.
* Supporting with new campaign builds across paid media platforms.
* Producing and managing the weekly and monthly reports for our clients
* Collaborating with internal & external stakeholders to deliver against briefs on time and on budget.
* Staying up-to-date with industry trends and best practices in paid media advertising, and ensuring these insights are translated into meaningful recommendations for clients.

**Required Skills and Qualifications**

* You have a natural curiosity, with a hunger to question, analyse, challenge, and innovate.
* You will be comfortable with numbers and data analysis.
* Excellent attention to detail and mathematical aptitude.
* Adaptable, with a can-do attitude.
* You have a keen interest in marketing and specifically paid media marketing.
* Ability to work both independently and collaboratively as part of a team.
* Proactive, self-driven approach with a solutions-focused mindset.
* Strong organizational and time management skills.
* Excellent written and verbal communication skills.
* Relevant work experience in media, marketing or data analysis.

**Desirable Skills**

* Basic knowledge of Google Ads, Meta Ads Manager, or other paid media platforms.
* Familiarity with web analytics tools such as Google Analytics.
* Experience with Excel, Google Sheets and Looker Studio.

**What We Offer**

* £25,000 Annual Salary
* Minimum 25 days holiday
* Hybrid working (2 days per week in our Soho office)
* Private healthcare\*
* Pension\*
* Continuous Professional Development (CPD) opportunities as an IPA accelerator agency
* Chance to accelerate your career development, gaining exposure and experience across agency disciplines
* Opportunity to work alongside an incredibly experienced and talented team
* Central London office location
* Chance to work with diverse clients across multiple industries

At Ad Fabric, we're committed to delivering exceptional results for our clients. If you're passionate about digital media and ready to embark on an exciting career journey, we want to hear from you.

To apply, please send your CV and a brief cover letter to hannah@ad-fabric.com explaining why you're the perfect fit for this role.

Ad Fabric is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

\*Subject to terms and conditions