

Job Title	Head of Paid Media
Salary	Up to £50,000 + benefits

Overview of role

As the Head of Paid Media, you will lead a multidisciplinary team to develop and execute integrated communication strategies that meet client objectives and generate profitable fee income for the agency. This role involves leading the strategy and execution of integrated campaigns for a diverse range of clients.

You will work closely with the Senior Leadership Team and Heads of Teams to ensure best use of earned, shared and owned media channels as part of seamlessly integrated campaigns, or as a stand-alone element when appropriate.

General responsibilities

Strategy Development:

- Develop and execute comprehensive paid media strategies that align with overall communications, marketing and business objectives.
- Stay current with industry trends, technology, emerging platforms, and competitive landscape to ensure our paid media efforts are innovative and effective.

Campaign Management:

- Oversee and facilitate the planning, execution, and optimisation of paid media campaigns across various channels, including TV, Audio, OOH, Display and Social.
- Ensure campaigns are delivered on time, within budget, and meet or exceed performance targets.

Team Leadership:

- Lead and mentor a team of paid media specialists, providing guidance, support, and professional development opportunities.
- Foster a collaborative and results-driven team environment.

Performance Analysis:

- Analyse campaign performance data to identify trends, insights, and opportunities for optimization.
- Develop and present regular performance reports to senior management, highlighting key metrics, ROI, and strategic recommendations.

Budget Management:

- Manage the paid media budget, ensuring efficient allocation of resources to maximise ROI and negotiating preferential commercial terms for our clients.

- Monitor and adjust spending as necessary to meet campaign objectives.

Collaboration:

- Work closely with other solutions, such as Content and Creative, to ensure a cohesive and integrated approach to marketing.
- Partner with external agencies and vendors to enhance campaign execution and performance.

Innovation and Testing:

- Implement a robust testing framework to continuously evaluate new strategies, platforms, and ad formats.
- Drive innovation by experimenting with emerging technologies and techniques to improve campaign effectiveness.

Skills and experience

- Experience in Paid Media, with a proven track record of leading successful integrated campaigns.
- Be proficient in the undertaking of research for insight generation that underpins Paid Media strategy and tactics
- Have worked within a multi-product, multi-services organisation
- Strong people management experience
- Be a self-starter
- Have demonstrable, effective Stakeholder Management skills
- Be strategic and hands-on
- Demonstrate a can-do attitude
- Ideally will have some experience working for an agency or managing an agency from the client side
- Be a Welsh speaker (desirable)

Benefits

- A competitive salary.
- Flexible, hybrid working.
- 10-4 core hours.
- A comprehensive benefits package, including health insurance, pension plan, and wellness programs.
- 25 days annual leave.
- A flexible and supportive work environment.
- A generous training budget to support professional development.
- A dynamic and collaborative culture, with regular team events and social activities.
- A chance to work with some of the most prestigious and exciting clients in the industry, and to make a positive impact with your PR, earned, owned and shared media expertise.

Progressive. Respectful. Imaginative. Mindful. Excellence.

Job Title	Pennaeth y Cyfryngau Taledig
Salary	Lan at £50,000 + Buddion

Gorolwg y rôl

Fel Pennaeth y Cyfryngau Taledig, byddwch yn arwain team amryw-ddisgyblaeth i ddatblugu a weithredu stratigaethau cysylltiadau i gyraeth targedau cleient a gynhyrchu incwm ar gyfer y asiantaeth. Bydd y rol yn cynnwys arwain y stratigaeth a cwblhad ymgyrchoedd intergredig ar gyfer gleientaid.

Byddwch yn gweithio'n agos i'r tim uwch arweiniaeth a penaethau tim eraill i sicrhau y defnydd gorau o sianellu cyfryngau fel rhan o'r ymgyrchoedd integredig, neu fel elfen ar ei ben eu hun pan fydd yn priodol.

Cyfrifoldebau cyffredinol

Datblygu stratigaeth:

- Datblygu a weithredu stratigaethau cyfryngau taledig sydd yn alunio gyda targedu cysylltiadau, marchnata a busnes.
- Aros yn presenol gyda tueddau y diwylliant, technoleg, a tirwedd cystadleuol i sicrhau bod ein ymdrech cyfryngau taledig yn effeithiol.

Rheoliad ymgyrchoedd:

- Uwchwyllo y cynllunio, weithredu a optimeiddio o ymgyrchoedd cyfryngau taledig ar draws sianelu gan gynnwys Teledu, Clyweled, arddangos a cymdeithasol.
- Sicrhau bydd y ymgyrchoedd wedi cwblhau ar amser, o fewn cyllideb, ac yn cyraedd neu rhagori targedau.

Arweiniaeth tim :

- Arwain a mentori tim o arbenigion cyfryngau taledig, gan rhoi cefnogaeth a cyfleoedd datblygu.
- Meithrin cydweithrediad a amgrychiad llwyddiannus.

Dadansoddiad prefformiad:

- Dadansoddi prefformiad ymgyrchoedd i adnabod tueddau a cyfleoedd am optimeiddio.
- Datblygu a cyflwyno adroddiadau prefformiad yn gyson i uwch rheolwr, i uwchleuo metrigau allweddol a argymelliadau stratigol.

Rheolu cyllid:

- Rheolu cyllid y cyfryngau taledig, i sicrhau dyrnnu adnoddau i gael elw mwyaf o fuddsoddiad a thrafid telerau masnachol ffafriol ar gyfer ein clientaid.
- Uwchwyllo a addasu gwario i gyraedd targedu y cleient.

Cydweithrediad :

- Gweithio'n agos gyda atebion eraill fel y tim cynhyrchu a creadigol, i sicrhau dynediad integredig i marchnata.
- Partneri gyda asiantaethau eraill i wella prefformiad yr ymgyrchoedd.

Arloesi a phrofi:

- Creu fframwaith profi i barhau i ddadansoddi stratigaethau, platfform a fformatau newydd.
- Gyrru arloesi gan ymarfer gyda technoleg a thechnegau newydd i wella effeithlonrwydd ymgyrchoedd.

Profiad a sgiliau

- Profiad o fewn Cyfryngau taledig, gyda hnaes o arwein ymgyrchoedd intergredig llwyddianus.
- Y gallu i wneud ymchwil cynhyrchiad mewnweledid sydd yn esbonio stratigaethau a tactegau cyfryngau taledig.
- Hanes o weithio o fewn sefydliad amrywddisgybliaeth.
- Profiad cryf o rheolu pobl.
- Bod yn Hunan-gynhaliol
- Profiad o sgiliau rheoli rhanddeiliad effeithiol amlwg.
- Dymunol i gael profiad o weithio o fewn asiantaeth neu rheolu asiantaeth o olwg cleient.
- Siarad Cymraeg (Dymunol)
- Arddangos agwedd brwdfrydig

Buddion

- Cyflog cystadlauol.
- Gweithio hyblyg.
- 10- 4 oriau craidd.
- Pecyn buddion cynhwysfawr, gan gynnwys yswiriant iechyd, cynllun pensiwn, a rhaglenni lles.
- 25 diwrnod o wyliau.
- Amgylchedd gwaith hyblyg a chefnogol.
- Cyllideb hyfforddiant hael i gefnogi datblygiad proffesiynol.
- Diwylliant deinamig a chydweithredol, gyda digwyddiadau tîm rheolaidd a gweithgareddau cymdeithasol.
- Cyfle i weithio gyda rhai o'r cleientiaid mwyaf mawreddog a chyffrous yn y diwydiant, a chael effaith gadarnhaol gyda'ch arbenigedd yn y cyfryngau cyhoeddus, a chyfryngau wedi'i ennill, ei berchnogi a'i rannu.

Blaengar. Parchus. Dychmygus. Ystyriol. Rhagoriaeth.

