

# Paid Social Account Manager

## About the7stars

the7stars is unlike any other agency. The distinction started the day we launched in 2005 when we named ourselves after a pub, but more importantly when we made a promise that we were going to do things differently.

And this commitment has stuck with us. It guides how we work, how we think and how we treat one another and can be expressed in a single word.

Freedom.

Our Freedom philosophy lives across our entire business from people, product and planning. It means we plan & buy media how we want, develop careers how we want, take holiday when we need it, invent tools when we need them, give people a platform to speak up, question and express themselves freely - but more importantly it has allowed us to create an amazing place to work.

We have a unique working environment and open structure which encourages personal development through client contact, teamwork, training, exposure to all media and internal teams – and a “sky’s the limit” approach to your growth within the agency.

In 2024 we achieved our 13<sup>th</sup> year in a row as a Sunday Times Best Places to Work and in 2023 were awarded Campaign’s number one media agency to work for accolade for the second year running.

the7stars is 300 passionate media people that are able to focus purely on creating great work for our clients.

If thinking freely and with integrity is your bag, then the7stars is an agency you should meet.

## Role Overview:

We are seeking a driven and experienced Paid Social Account Manager with prior experience in Paid Social to join our growing team. As Paid Social Account Manager, you will work closely with the Paid Social Account Director and take end-to-end ownership of the full funnel marketing across various platforms, including but not limited to Facebook, Instagram, TikTok, Pinterest, X, and Snapchat. You will be responsible for planning, activation, optimisation, and reporting to ensure the successful delivery of client objectives.

## Key Responsibilities:

### *Client Engagement:*

- Serve as the primary point of contact for a portfolio of clients, addressing their needs promptly and effectively, while also mentoring junior team members.
- Independently manage regular tasks and respond to ad-hoc client requests, exceeding expectations and leveraging team expertise when needed.
- Confidently present campaign results, recommendations, and strategies to clients, showcasing deep industry understanding and competitive insights.

- Proactively update clients on new product features, industry trends, and recommended actions to stay ahead of the curve.

*Campaign Leadership:*

- Develop comprehensive media plans tailored to client objectives, platforms, audiences, and budgets, with a keen eye for accuracy and effectiveness.
- Utilise advanced paid social features, tools, and 3rd party partners to maximise campaign impact and ROI.
- Collaborate with the wider team to craft effective campaign strategies and continuously refine tactics.
- Monitor campaign performance, optimise delivery against targets, and generate accurate reports to track progress and inform decision-making.
- Identify and capitalise on new opportunities, such as Betas or platform updates, to drive campaign success.
- Design and execute tests with clear objectives, robust measurement, and systematic documentation of results.

*Reporting and Analytics:*

- Leverage the agency's advanced reporting solutions to develop customised, user-friendly reports aligned with client needs and agency standards.
- Demonstrate a holistic understanding of the paid social landscape within the broader client strategy, selecting relevant KPIs and measurement solutions to drive business outcomes.

*Innovation and Collaboration:*

- Cultivate strong relationships with media partners, staying updated on industry trends and emerging opportunities for your clients.
- Support and collaborate with your team members, helping manage workload and delegating tasks as needed.
- Stay informed about award-winning campaigns, industry betas, and third-party technologies to drive innovation and strategic growth.
- Utilize audience and insights tools effectively to enhance campaign performance and client satisfaction.

## **Required Skills:**

- Demonstrable hands-on experience in planning and executing performance campaigns
- Demonstrated ability to analyse data and identify trends
- Proficiency in Microsoft PowerPoint and Excel, including pivot tables
- Excellent oral and written communication skills
- Exceptional attention to detail
- Deep understanding of creative best practices with the ability to think innovatively

- Capable of working both independently and collaboratively as part of a team
- Flexibility, adaptability, and eagerness to learn

## Desired Skills (but not essential):

- Proficient in Smartly
- Experience using Google Ads and Microsoft Ads for campaign set up and management
- Experience with SA360 preferred, including understanding of automated bid strategies
- Basic understanding of measurement, analytics and attribution within Google Ads, GA4 and SA360

## Benefits

- Uncounted holiday
- Discretionary performance related summer profit share & Christmas bonus
- Flexible & hybrid working (4 days per week in the office)
- Personalised training plan & access to coaching
- Wellbeing days
- Flexible pension plan through Royal London (8% employer contribution under £35k)
- Optional private medical insurance (Vitality) & cash back plan (Medicash)
- Employee Assistance Programme
- Work from anywhere up to 2 weeks each year
- Paid for gym membership with a choice of 5 gyms
- Enhanced family friendly policies
- Personal finance advice & support
- Life Assurance & Critical Illness cover
- Profit share scheme (after 3 years' service)
- Electric Vehicle scheme
- Nursery Partnership
- Tech & Cycle to Work scheme
- Season ticket loans & expensed Railcard

New Business Bonus eligible in your first years as a the7stars employee

the7stars is committed to creating a diverse environment, where employees feel empowered to share different ideas, perspectives and experiences in a collaborative and creative work environment. Equality and inclusion are at the heart of our culture. All qualified applicants will receive consideration for employment without regard to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation.

## Ready to take the leap?

Email a copy of your CV, your salary expectations and your potential start date to  
[7stars@journeyhr.com](mailto:7stars@journeyhr.com)

Feel free to reach out to us with any questions about life at the7stars or to share any requested adjustments for the recruitment process.