

Digital Marketing Manager - Agency

Location: London W1

Salary: £competitive (dependent on experience) + benefits

WPNC is an established direct marketing and digital agency based in central London with 45 staff. The majority of our work is with national and international charities and non-profit organisations, helping them communicate better and raise money to create positive change. We do also have a small handful of dynamic commercial clients.

We are looking for an enthusiastic, aspiring, self-motivating digital marketer to join our fast-paced, but friendly and fun, agency. The role involves working on client marketing campaigns, both delivering them in key digital channels but also understanding and influencing how those channels can play a part in a broader integrated experience.

Reporting to the Digital Strategy Director, the role is ideal for someone who wants to step up to a managerial role but who has cut their teeth hands-on in an agency environment, or who has been managing a small team in-house and would like to move agency-side.

The role

The core scope of the role includes:

- Developing digital acquisition strategies, campaign plans and budgets for clients
- Receiving client briefs for new campaigns and liaising with clients and our in-house team to deliver them, including copywriting and image manipulation.
- Day-to-day administration of paid advertising accounts, with particular emphasis on the Facebook and Google platforms.
- Pro-actively suggesting opportunities to expand and improve BAU ad accounts
- Producing reports on campaign performance and successes
- Configuring Goals, Funnels and E-commerce tracking using Google Analytics/Tag Manager
- Mentoring and supporting junior team members within the agency to develop and grow



To be considered for the role you will need:

- At least 5 years' hands-on experience of paid Google Adwords and Facebook Ad campaigns
- Experience of remarketing in social media and display advertising
- A clear understanding of the opportunities presented by newer digital paid channels
- Google Analytics experience
- Ability to produce clear insightful reports and presentations
- Great communication skills
- Ability prioritise effectively across multiple clients

How to apply

To apply for this role please send your CV and a note outlining why you would like to work at WPNC to hello@wpnc.agency

