

We're looking for a Paid Social Media Manager!

Who are we?

Electric House is a social media agency with a difference – we're a publisher too. We create, produce and distribute shockingly good video content through our social media communities (and beyond), earning untouchable results for our clients.

A career with us is a vibrant one - we're a rapidly growing agency, based in one of the most iconic offices of the West Midlands. And, whilst we may be getting bigger, we pride ourselves on the family-style culture at the heart of our business.

We look for people who want to be a part of that culture, which means people who share our values. We create together, we believe in being passionate and honest, and we always strive to have a consistent positive impact on the business and on the people around us.

Our founder set out to create a company where nobody hated Mondays, or felt undervalued, and we work hard to uphold those principles. 96% of respondents in a recent team survey said they would refer a friend to work with us, so hopefully, we're doing a good job.

If you're looking to be part of something special - something dynamic, and exciting - Electric House could be the place for you.

The role

As Paid Social Media Manager you will be responsible for the management of all of our paid campaigns, for both client and original content for our communities. You will be the expert, and the go to person for all 'paid' enquiries across the business. You will be expected to place, maintain and report on all ad campaigns across the business, and provide feedback to the wider team on how improvements could be made for the future.

As a Paid Social Media Manager you will:

- Management of paid social campaigns across multiple platforms, including Facebook, Instagram, TikTok and YouTube.
- Work with the social team to ensure all content is optimised for the best performance
- Educate the wider business on what content we should be creating for the best results
- Use social analytics tools to track and report on data
- Continually look at ways to improve content, and increase reach, engagement, and brand awareness
- Provide feedback on how to improve ad campaigns in the future by using Facebook



Ads manager and other relevant software.

- Be actively involved in creative meetings where you will use your insights and knowledge to share innovative ideas
- Always look at ways to incorporate trends and grow the community through paid social
- Continually monitor campaigns and make changes in order to maximise performance

The Successful Candidate

- Have a strong knowledge of paid social media
- Have at least 2 years experience working with paid social ads
- Relevant degree or equivalent (media OR digital marketing)
- Strong communication skills
- Ability to work collaboratively
- Strong organisational skills, able to juggle multiple work streams
- Experience managing or work with social content
- Interested in the digital landscape
- Innovative mindset, bursting with ideas
- Creative personality, enjoys working in a collaborative environment
- A 'no job is too small' attitude, happy to help wherever possible
- Comfortable proposing ideas to your peers
- Enjoys looking at ways to improve content and increase quality
- Ability to be able to work in our Birmingham offices

The Detail

Salary: £27,000 - £35,000 pro rata per annum

Holidays: 20 days per year, plus 1 additional day for your birthday and 1 additional day for your work anniversary

Job Type: Full-time

Start Date: Immediate