

Job Description: Biddable Account Executive - PPC

Reporting to: Media Implementation Manager

Department: Media & Comms

Location: London

Context – Havas People

This is a fantastic opportunity for you to join a global agency in a pivotal role. Havas People are part of Havas Group, one of the largest advertising and communication networks in the world.

We are an award-winning agency specialising in global employer communications for leading brands such as Tesco, Emirates Group, Pfizer and Ford. A full service agency, we help our clients attract and engage employees and prospective employees through our arsenal of media, creative and digital capabilities.

In order to achieve all of this we are a bustling agency of 150 passionate individuals who all bring their own expertise and work together across department and discipline to deliver the best results for our clients.

Havas People have our own dedicated in-house functional teams that you will work with and support. Our Media and Comms team has specialists in SEM, Biddable, Social Media and Traditional media channels.

We also have Creative, Social, Strategic Planning and Digital teams that you will work closely with along with virtual teams that offer specialisms which span the traditionally silo approach.

With a growing global footprint, Havas People is based in London, Manchester, Birmingham, New York, Dubai, Singapore and Melbourne.

Position Summary

Although the role is physically based in London, you will work with our teams around the world on global and local clients.

We're looking for a smart, confident Executive to join our Media team at Havas People. With at least six months' experience within a paid search environment, you will bring an understanding of biddable implementation and desire to develop your skills within a fast paced and collaborative team. You will manage the planning, implementation and day to day management of cross-channel digital media campaigns, for a range of global clients and big brand names.

Main Duties and Responsibilities

- Implementing approved media campaigns across channels (PPC, Social, GDN & Programmatic)
- Ensuring creative is delivered to spec
- Ensuring campaign budgets are adhered to
- Ensuring campaigns are implemented correctly
- Attending meetings in person and over the phone to report on results
- Other duties as commensurate with the role

Decision-making and Accountability

You will have day to day accountability for decisions around:

- Managing and optimizing campaigns based on KPIs
- Managing budgets
- Ensuring future campaigns are planned and implemented correctly
- Implement and monitor A/B testing on campaigns
- Liaising with the data team and media account managers to ensure campaigns are delivering the expected results
- Liaising with 3rd party media agencies to implement our campaigns
- Monitoring campaigns to ensure they are performing as expected
- Product and service enhancement

Main Internal Connections

- Other media teams
- Creative
- Studio
- Digital
- Social Media
- Strategic Planning and Insight

Qualification Requirements

No specific qualifications are needed for this role. What matters most is your experience (see below), your willingness to learn quickly about the range of Havas People services and solutions for clients, your drive, determination and enthusiasm for our business and a demonstrable desire to help us succeed.

Experience

Minimum 6 months PPC experience.

Paid Social or display experience is desired but not essential.

Ideally you will have worked in recruitment or product advertising and have an understanding of the challenges facing senior HR people and about recruitment advertising.

Skills

- Good knowledge/experience of paid search implementation and strategy
- Communication – fluent and professional verbal and written English - you should understand and be able to advise clients/mentor the team on grammar, punctuation and syntax and be able to write and proof copy.
- Working with the key platforms for Search, Display and Social (e.g. Google AdWords, Doubleclick, Marin, Kenshoo, Facebook business manager).
- Good numeracy skills with strong knowledge/ experience of Microsoft Excel
- Organisation and project management skills
- Strong analytical skills

Core Competencies

- Curiosity to spot opportunities and provide the best advice to clients
- Leadership to get the most from your team and be a role model
- Commercial acumen – to understand profitability and how to develop business
- Creative thinking and problem solving to come up with solutions
- Tenacity, resilience, flexibility and judgement to deal with difficult situations

We expect all our employees to role model behaviours linked with our core values:

- **We roll-up our sleeves:** We know that if you're prepared to work hard, you can put your name to something great. If we say that we're going to do something, you can be sure that we'll do it.
- **We work together:** We respect each other, we enjoy sharing ideas, and we know we can rely on one another. Which means we can achieve more as a team.
- **We ask, "What if?":** We're curious about the world around us, and know that if we never stop questioning, we will never stop discovering more.
- **We find a way:** The most exciting opportunities can initially seem impossible. By staying flexible and keeping open minds, we can always find a way.

Havas People aims to ensure that no potential or current employee is treated less favourably because of their age, religion or belief, race, disability, sex, sexual orientation, gender reassignment, marital/civil partnership status or because of pregnancy or maternity leave.