

Job Description: Biddable Account Executive - PPC

Reporting to: Media Implementation Manager

Department: Media & Comms

Location: London

Context – Havas People

Havas People is part of the Havas Group (one of the world's largest communication groups). As the home of 'Meaningful Brands,' our Group purpose is to make a meaningful difference to the brands, the businesses and the lives of the people we work with.

At Havas People, our focus is specifically on creating meaningful brands for the changing world of work and study. This means developing creative communications, for instance, for universities who need to attract students, or for companies who need to attract new employees and engage existing ones.

In order to achieve this we are a bustling agency of passionate individuals who all bring their own expertise and work together across varying teams and disciplines. This means working alongside Client Service, Strategy, Creative, Media, Social, and Digital teams to deliver the best results for our clients.

This is a fantastic opportunity for you to join a global, award-winning agency in a pivotal role.

Position Summary

We have a vacancy for a Biddable Media Executive (PPC) based in our stunning new London offices at 3 St Pancras Square. Although the role is physically based in London, you will work with our teams around the world on global and local clients.

The Media and Comms team is split into four pillars, client service, implementation, data and insight and strategy.

We're looking for a smart, confident Biddable Media Executive (PPC) to join our Biddable Media team at Havas People.

You will manage the planning, implementation and day to day management of cross-channel digital including media campaigns running on Programmatic, Paid Search and Paid Social, for a range of global clients and big brand names.

You'll need to have an excellent eye for detail and great communication skills. Your curiosity to explore client challenges means that you'll constantly be on the lookout for better ways of doing things, to maximise value for both our clients and the business.

It's a busy role and you'll need to be organised and able to switch between projects, managing your workload effectively to meet deadlines and deliver a positive client experience. You'll develop great relationships with clients to become their key day to day contact for their biddable media campaigns.

You'll support media account managers and liaise closely with specialists across the business to ensure projects are delivered on time, to budget and to brief. You will need to build good relationships with external contacts as well as internal teams, working well as part of a close knit team, with energy, drive and a positive attitude.

Finally, you will need the ability to think laterally, make logical decisions and be prepared to work in an environment where not all of the answers are known. Self-motivation, experience and the ability to work well with others will make you the ideal candidate.

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
- 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
- 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

You must demonstrate experience in an advertising/marketing background in a similar role involving a combination of Programmatic, PPC, Paid Social, traditional digital media. 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

- 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

Our values are a driving force behind our culture – guiding our behaviours and decision making, and inspiring us as we look to the future. We expect our employees to live our values every day:

- **Be Brave:** The comfort zone gets boring. So, look forward. Relish challenges. Let your passion, determination, and curiosity loose, and never stop pushing boundaries.
- **Champion Inclusion:** Your voice matters. Use it. Play your part to build a culture where every person belongs, and we all feel valued. We know we can always improve. It takes empathy, an open mind, and the willingness to act.
- **Make It Collaborative:** We are fortunate to work in a community of talent. Make the most of the diverse experience and expertise of those around you by learning, sharing, and contributing to collective thinking that helps us take a leap forward.
- **Take Pride:** Never settle. With your work, and with your own career, aim for nothing less than excellence. Let that drive inspire you to go the extra mile, and feel the excitement when you surprise even yourself.

And one final thing. We know that men are more likely to apply for jobs where they don't meet the criteria than women. So we want to be clear that this isn't a box-ticking exercise. If you meet most of the above, but not all, that's fine. If you like what you hear and you think you could be a great fit for us, please get in touch.