



## Senior Paid Social Executive

### About Bicycle:

Founded by four people in June 2021 who believed that a better type of media agency wasn't just possible but needed.

We are now 35 strong and one of the fastest growing media agencies in the world. We already count Livescore, Carwow, Virgin Bet, Kroo, Duolingo, Branston Pickle, Movember, Moju, La Vie, ANNA Money, Royal British Legion and Estrid amongst our clients.

In 2022, we won The Drum's Global Startup of the Year Award and were shortlisted for Campaign's Startup of the Year Award too.

We are the Media Experience (MX) agency and believe that experience is the most important factor to lean into when considering communication for clients, and our unique 3X approach brings together, Media Experience, Customer Experience (CX) and User Experience (UX), to power effect in a way that other agencies simply aren't able to deliver. We're built on the power of 'and': Brand and Performance, Art and Science, Data and Creativity, and Man and Machine.

We are in Clerkenwell, London and we have fully global capabilities in-house. We're home to intelligent people who want to create incredible work on interesting brands. We are 100% independent, with no external investment whatsoever.

### Our mission:

To leave the industry better than we found it. To create famous and impactful work that you want to tell your mum about. To make a living and have fun doing it.

### Our values:

Balance - We...

- Know there is more to life than work.
- Embrace diversity, equality, and mental wellbeing.
- Play to our individual and collective strengths.

Momentum - We...

- Always move forwards as people, as teams and as an organisation •
- Have a positive, inquisitive, and can-do attitude.
- We're powered by passion and enjoyment in what we do.

Freedom - We...

- Create the space to make and respect the right decisions for our clients, always. •
- We're honest and open and have the confidence to say it how it is. • We're each the master of their own destiny.
- We bring our whole selves to work.

## **Culture**

Culture is our prize possession, and it evolved from start-up to scale up, with a team of the best diverse talent in the industry. It is built on one strategic imperative “to consistently provide our people with the best environment to do the best work of their lives”.

This principle is underpinned by our three organisational values, which are disseminated throughout to encourage every single employee to bring their true selves to work.

We pursue difference! Evidently, our team comes from all walks of life and giving them that sense of belonging - in a safe working environment - genuinely enables us to deliver the best work we can for our clients.

## **About the role**

This role sits in our Digital team and will involve working closely with the Paid Social Manager, as well as the wider Planning, Data and channel specialists across the agency to deliver successful campaigns for our clients.

The Senior Paid Social Executive manages social campaigns end-to-end. This includes, but is not limited to:

- Supporting the Paid Social Manager with planning, building and optimising high-performing campaigns across key platforms (i.e. Meta, Twitter, Reddit, Pinterest, LinkedIn & Snapchat).
- Managing campaigns in line with client KPIs and agreed budgets, as well as identifying and rectifying any delivery issues.
- Pulling performance data and providing comprehensive, accurate and insight-led reporting across campaigns for internal teams, as well as external clients. ● Supporting the test & learn agenda for key accounts across areas such as audience targeting, formats, creative, bidding strategies etc.
- Auditing social accounts to identify gaps and opportunities to improve performance over time, and sharing recommendations with clients.
- Building strong client relationships by presenting results and insights to client stakeholders.
- Developing relationships with media partners to remain current and up-to-date with the latest products and trends in the media landscape.
- Completing training with media partners, such as Meta, TikTok & Twitter in order to develop key competency skills.
- Developing a strong understanding of the wider marketing mix and the role of social media within the broader landscape.

## **Extended role**

- Keep abreast of industry news and events.
- Pro-actively participate in agency and team initiatives.

This role reports into the Paid Social Manager, who, in turn, reports directly into the Head of Digital.

## **What we're looking for**

The ideal candidate for this role will:

- Have a keen interest and passion for social media and its role in the marketing ecosystem.
- Be self-motivated and comfortable with working in a fast paced environment. • Able to multi-task and effectively prioritise workload.
- Be a strong communicator (verbal and written) with an eye for detail. • Be a team player, who is diligent, proactive and eager to learn and develop their media career through team connections,
- Have a good level of common sense and judgement in order to confidently deal with arising challenges.
- Be solution focused, forward thinking and exceptionally organised.

### **Experience & qualifications**

- Minimum of 1 year's experience building, optimising and reporting on paid social campaigns.
- Microsoft Office 365 proficient (Excel, Outlook, PowerPoint, etc) • Capable working as a part of the team
- High accuracy and quality of data in reporting

### **Diversity & Representation**

Aside from simply being the right thing to do, we believe that fostering an inclusive culture where all talent can thrive makes our company stronger and helps drive invention in the work we do for our clients. We also believe it enables a greater idea exchange that fuels innovation and best reflects diverse consumer experiences.

Bicycle is an equal opportunity employer and is committed to providing a space where everyone can bring their whole self to work. We actively promote and welcome applications from individuals who identify with groups currently underrepresented in the advertising industry.

### **Salary & Terms**

Up to £32,000 depending on experience

Flexible, extensive benefits post probation. These include:

- Cycle to work scheme (of course)
- Additional holiday for every full year as an employee
- Two additional days of holiday per year for volunteering
- Pet-friendly offices
- Brompton bikes for employee use around London
- Annual away day & monthly socials
- Performance-related bonus
- Free Audible membership
- Private healthcare, death in service, pension
- Annual personal development fund to explore your passions and hobbies beyond work
- Incentives for successful new business leads

We have a generous, bespoke training & development programme, curated according to employees' career ambitions. Examples include:

- 1-2-1 career coaching
- Presentation skills
- Client relationship management
- MediaMath Academy
- DV360 Certification
- IPA courses, such as Behavioural Economics, Foundation Certificate, Effectiveness Certificate and Digital Performance Certificate
- IAB courses
- Meta courses, such as Marketing Science

Our close-knit culture is incredibly important, as is cross-departmental collaboration and ensuring all employees are able to learn directly from the Board. Therefore we're based in the office (and/or with clients, media owners and at industry events) 3+ days per week.