

DIFFERENT NARRATIVE

Job Title: Paid Media and Performance Manager

Department: Media

Responsible to: Director of Operations

Responsible for: Junior Staff/Apprentices

Role overview:

You'll be Different Narrative's in-house paid media and performance specialist – our go-to expert for paid search and paid social across our growing client portfolio. Working closely with our creative, media and client services teams, you'll take full ownership of campaign strategy, delivery and performance reporting.

This is a role for someone who thrives on data but thinks creatively – who can build a high-performing campaign and then tell the story behind the numbers in a way clients can get behind. You'll be client-facing from day one, trusted to lead conversations, support pitches, and help shape how we develop our paid media offering as a business.

You'll be comfortable working across multiple platforms – Google, Bing, Meta, LinkedIn, TikTok and beyond – with strong analytical instincts and a track record of delivering results. Most importantly, you'll bring initiative, accountability, and a genuine drive to keep learning.

Qualifications & Experience:

- 3+ years in a PPC or paid media role, with hands-on, day-to-day campaign management experience
- Agency-side experience preferred, though strong in-house candidates with multi-sector exposure will be considered
- Demonstrable experience across both paid search (Google, Bing) and paid social (Meta, LinkedIn, TikTok)
- Experience building and maintaining reporting dashboards (e.g. Looker Studio or equivalent)
- A track record of managing a range of budgets, from small projects through to six-figure annual spends

What we're looking for:

You should already be confident with:

- Planning, launching, and optimising campaigns across Google Ads, Bing, Meta, LinkedIn, and TikTok
- Audience strategy, keyword research, ad copy, and bid management
- Building and presenting performance reports that communicate real insight – not just numbers
- Looker Studio (or similar dashboarding tools)
- Working to a range of client budgets and objectives, across different sectors
- Being client-facing - attending meetings, supporting pitches, and building strong relationships
- Working independently, managing your own time, and taking ownership of your work

It would be great if you also have:

- Experience working in a creative or integrated marketing agency environment
- Familiarity with programmatic display, video advertising or shopping campaigns
- Exposure to e-commerce or lead generation campaigns across multiple sectors

As you develop in the role, you'll have the opportunity to:

- Help define and build out the agency's wider paid media strategy and processes
- Contribute to new business pitches and the department growth
- Mentor junior team members or apprentices as the department grows
- Work across integrated campaigns alongside our creative and media teams

Who we're looking for:

You're likely to be someone who:

- Is genuinely passionate about paid media and committed to staying ahead of platform changes and industry developments
- Loves the detail – but never loses sight of the bigger picture or the client's objectives
- Is confident presenting to clients and comfortable being the expert in the room
- Brings commercial thinking to their work and understands the link between campaign performance and business outcomes
- Works well in a team, shares knowledge, and supports the people around them
- Takes initiative, owns their work, and doesn't wait to be told what to do
- Communicates clearly and is comfortable flagging issues early – internally and with clients
- Is adaptable and happy to turn their hand to different platforms, sectors, and briefs
- Brings a positive, collaborative energy to the team (even when campaigns need a lot of love)

Why Different Narrative:

We're not about shouty marketing or ego-led thinking. We believe difference shows up as care, empathy and perspective – being a safe pair of hands for our clients and for each other.

We work collaboratively, treat clients as partners, and value people who bring head, heart and guts to their work. No airs and graces. No divas. Just smart, thoughtful people doing work they're proud of.

If you're looking for a role where you can grow, be trusted, and genuinely feel part of a team shaping meaningful work – we'd love to hear from you.