

# Performance Media

Account Director / Senior Paid Search Strategist

Reporting to: Managing Director

Location: Aldgate, London

## Overview

DBD Media, one of the UK's longest established specialist search engine and social media marketing agencies, is seeking an ambitious and talented search professional to lead our Performance Media department.

DBD's Performance Media team manage PPC, Paid Social and Programmatic Display campaigns for our clients, and work very closely with our Organic Search team. Our Organic Search proposition encompasses SEO, Content Marketing, Influencer Marketing, Digital PR and Social Media.

In 2017 DBD became part of the Verb Brands group which resulted in the team moving into a custom built office alongside the Verb team. This has taken the team up to 50 strong and alongside the aforementioned services, gives the team design and development capabilities. There is a significant amount of investment going into the business now from the group and a huge opportunity now with bringing paid search as a proposition to the rest of the client portfolio.

## Opportunity

This is a fantastic opportunity for a proven Paid Search or Performance Media professional to develop their career by taking full responsibility for building, managing and developing our Performance Media team, and for helping to further develop the agency's already successful proposition.

You will be providing leadership for the team in managing a range of very different search marketing projects across clients in multiple sectors. Current clients include Virgin Vacations, Match.com, Alexa Chung, Maybourne Hotels, Mih Jeans, Compass Group, Hudson Shoes, VSO, Breast Cancer Care, University of London, GSM University and Skiworld.

We envisage that the successful candidate will be a key member of the senior team at DBD, will and work closely with the Board and other members of the agency's management team to deliver against ambitious growth targets.

Our Performance Media team works very closely with our Organic Search team (SEO, Influencer Marketing, Content and Digital PR) – and ideally you will have a strong understanding of these disciplines, and a clear view of how the disciplines and channels you are responsible for fit within the mix.

## Key Objectives

To develop and lead DBD's Performance Media operation, and to help the agency to grow its revenues and profits in line with overall business growth objectives.

To lead, grow and develop the Performance Media team. This will involve managing and mentoring both existing and new team members, and will include responsibility for recruitment, career development and training for members of the Paid Search team.

Continually seek to develop the Performance Media offering so that DBD Media delivers innovative and effective solutions, and achieves and maintains its position at the leading edge of developments in the industry.

Help to maintain DBD's position and reputation as one of the leading independent specialist search marketing agencies in the UK, so that the agency is included on pitch lists for major brands and is short-listed by potential partners.

Provide strategic direction and leadership across all Performance Media client accounts to ensure that the strategies that we recommend and implement are fully in line with latest best practice.

Play a key part in the business development process, helping the agency to win new business through compelling and innovative pitch and proposal solutions. Delivering the pitching is an added benefit, we are looking for someone who is able to develop and create solutions that work and turn this into pitch format that we can deliver.

If you are interested be actively involved in DBD's thought leadership events, where you can prepare and present talks/seminars on a given topic to senior digital professionals.

If you are interested help raise the agency's profile through networking events, conference speaking, thought leadership and other marketing methods.

## Candidate Profile

We anticipate that the ideal candidate will have the following profile:

- Market leading knowledge of Paid Search, to include hands on ability to conduct high return on investment campaigns for our clients across PPC, Display, Programmatic.
- A team player and leader, with proven ability to mentor other team members, and a passion for coaching and developing team members.
- Ambitious, motivated and keen to keep learning and developing.
- Intelligent, energetic, bright, innovative with a can-do approach.
- Consultative – you will need to build relationships internally and externally to excel in this role.
- Strong written and verbal communication skills - ability to present at all levels.
- Able to produce professionally written proposals / presentations and outgoing communications.
- Experience of project managing / delivering complex performance media projects.
- Capable of prioritising multiple tasks in a busy deadline-driven environment.
- High attention to detail.

## Supporting you...

At DBD (part of the Verb Brands Group) we aim to operate in an open, transparent, friendly and collaborative manner, and to provide everyone with the support they need to achieve their business and career development objectives.

You will be supported in achieving the specific objectives related to your role by other members of the management team, including HR, Finance, Business Development, Marketing, Organic Search - and by the Managing Director and our non-executive directors.

## Specific Job Role

### 1. General

Day to day management responsibility for the PPC, Paid Social, Programmatic Display and Retargeting functions within DBD Media.

Achieve agreed profitability / client yield / client growth targets.

Focus on increasing company profitability through driving revenue growth, cross-selling different services and delivering operating efficiency.

Maintain and improve DBD Media's reputation as a provider of best practice, ethical and transparent Performance Media marketing services.

Ensure that the Performance Media team closely collaborates with the Organic Search teams, and that fully integrated search marketing strategies are delivered to clients.

### 2. People

Provide strong and honest leadership and performance management to DBD Media's team of Managers and Executives in the Performance Media team.

Lead by example by demonstrating Performance Media marketing expertise at both macro and detailed levels.

Recruit, train, manage, mentor and motivate team members to help DBD build a market-leading team of specialists.

Ensure that knowledge of industry developments and best practice is shared within the Performance Media and wider company teams, and that an information-sharing culture is nurtured.

Work closely with HR to ensure that all team members have measurable targets and objectives, and career development plans.

Conduct regular performance reviews, and team meetings, with all team members.

### 3. Service development

Maintain hands-on Performance Media management experience and be the acknowledged point of contact for Performance Media expertise.

Refine DBD's Performance Media methodology to ensure that our proposition is at the forefront of the market in terms of quality, service delivery and results.

Ensure that DBD's Performance Media team remains at the cutting edge of developments in search marketing techniques and that new channels and opportunities are effectively tested and exploited.

Review existing operational processes, explore opportunities to improve performance and produce a development plan for approval by the Managing Director.

Enhance and refine DBD's service offering by developing new ideas, services and revenue streams for consideration by the Board.

### 4. Clients

Act as key contact for Performance Media clients, and provide support to account management team to enable effective delivery of projects.

Develop strong and proactive relationships with DBD's clients to ensure that expectations in terms of service and results are both met and exceeded.

Working in conjunction the Organic Search team, ensure that all clients have the appropriate levels of contact and account management.

Ensure that targets, forecasts, roadmaps and development objectives are set for all clients.

Ensure profitable clients are retained, and that returns on marginal clients are increased to bring them to profitability.

Working closely with Finance, develop an in-depth understanding of the financial status of DBD's Performance Media client portfolio.

Actively seek to increase the services offered to clients and increase revenue per client generated by DBD. Seek to gain increases in Performance Media marketing spend as a percentage of total marketing budgets.

### 5. Suppliers

Develop strong relationships with search engine, social network and technology suppliers to ensure that DBD's team has access to the latest technology, tools, knowledge and developments in best practice.

Ensure that DBD's commercial relationships with suppliers are secured at the most advantageous terms.

## Benefits

- High degree of autonomy in role that can grow further as the company grows.
- Attractive salary and pension.
- 25 days' holiday per annum, rising to 26 after two years.
- £500 Contribution to personal development / gym membership via our Mind Body & Soul initiative.
- Free coffee, tea and fruit.
- Free drinks every Friday.
- Free breakfast at bi weekly company meeting.
- Early Finish on Friday