

About the job – Paid Media Account Executive

Job title:

Paid Media Account Executive

Location:

[Nottingham]

What we offer:

At Cartwright, we connect work with good times – taking care of each other so that we can take care of our clients. Each and every member of our team lives and breathes our purpose to energise our clients and ensure their time with us is their favourite part of the job.

We are an accredited 'Great Place to Work' and an 'Inspiring Workplace' finalist – we were also ranked sixth best small business to work for women, recently featuring in Elle magazine, and are one of the top 25 best workplaces for wellbeing (small businesses) too. We are also ranked 42nd best small business to work for in the UK by Great Places to Work.

Every member of our team, regardless of seniority, can enjoy a generous benefits package, including:

- 25 days holiday (plus Bank Holidays and public holidays) – increasing with long service – and an extra day off for your birthday
- Private health insurance with Vitality
- Access to mental health support via Care Coins and mental health first aider within the team
- Generous maternity / paternity package
- Annual salary reviews
- Hybrid working (three days in the office, two days at home)
- Flexible working – altering your hours to be more flexible around our core hours
- Dedicated line manager and Personal Development Programme – alongside our extensive training opportunities
- Mentoring
- Annual summer away day and Christmas party – and other team treats throughout the year
- Regular social events
- Bike to Work scheme
- Cartwrighter of the Month – voted for by your team members, someone who has gone above and beyond for a client or team members, The winning Cartwrighter receives either a £50 voucher of their choice or an additional half day of annual leave
- Friyay – our weekly email shout out about all the good things that have happened that week

Who we're looking for:

A Cartwrighter! Developed carefully over the last 18 years, our unique culture is key to everything we do – including strengthening our amazing team.

A Cartwrighter is a combination of fierce loyalty, expert plate-spinning and being each other's greatest fans. We're empathetic and everything we do reflects our authentic sense of fun – and we want everyone who works here to live and breathe our purpose.

The Role:

We are seeking a driven and enthusiastic Paid Media Account Executive to join our growing digital marketing team. This is an exciting opportunity for an individual with a foundational understanding of Pay-Per-Click (PPC) advertising who is eager to develop their expertise across various paid media channels and make a tangible impact on client performance. You will be responsible for supporting the planning, implementation, management, and optimisation of paid media campaigns for a diverse portfolio of clients, primarily focusing on Google Ads and Meta Ads.

Key Responsibilities:

Campaign Management & Optimisation:

- Assisting in the setup and launch of paid search (Google Ads) and paid social (Meta Ads, LinkedIn Ads – desirable) campaigns under the guidance of senior team members.
- Learning and implementing keyword research, audience targeting, and campaign structuring best practices.
- Gaining hands-on experience in writing compelling and effective ad copy, adhering to platform guidelines and client brand voice.
- Developing an understanding of bid management strategies and making data-driven adjustments to optimise campaign performance.
- Learning to monitor campaign performance against key performance indicators (KPIs) such as clicks, impressions, CTR, conversions, CPA, and ROAS.
- Identifying opportunities for campaign improvement and proactively suggesting optimisation tactics.
- Ensuring accurate tracking and tagging are implemented across campaigns.
- Staying up-to-date with the latest trends, features, and best practices in paid media.

Analytics & Reporting:

- Supporting the generation of regular performance reports for clients, including data analysis and identifying key insights.
- Developing proficiency in using platform reporting tools (Google Ads, Meta Ads Manager) and other analytics platforms (e.g., Google Analytics).
- Learning to identify and interpret key performance trends and translate them into actionable recommendations.
- Ensuring all reporting data is accurate and delivered in a timely manner.

Client Handling & Communication:

- Gaining experience in communicating campaign performance and insights to account teams.
- Supporting account teams with meeting notes, reporting updates, and other client-related administration.
- Ensuring meticulous account administration and attention to detail in all tasks.
- Developing an understanding of client goals and objectives for paid media campaigns.

Business Contributions:

- Actively participating in internal brainstorms and contributing creative ideas for client campaigns.
- Demonstrating a willingness to learn about different industry sectors and client businesses.
- Developing commercial awareness, including understanding client budgets and the importance of campaign profitability.
- Supporting the senior team with new business initiatives, such as research for proposals and pitches.

Personal Skills & Development:

- Demonstrates a strong willingness to learn and develop expertise in paid media.
- Takes direction well from senior team members and is proactive in seeking guidance.
- Ability to manage multiple tasks and support account teams in meeting deadlines.
- Developing strong written and verbal communication skills for internal and external audiences.
- Ability to build positive working relationships within the agency team.
- Accepts feedback constructively and actively seeks opportunities for self-improvement.
- Proactively identifies personal development goals and collaborates with senior team to access relevant training and resources.
- Developing an understanding of how paid media integrates with other digital marketing channels (e.g., SEO, social media, content marketing) to achieve broader marketing objectives.

Skills & Experience:

- A demonstrable interest in and foundational understanding of digital marketing, particularly Pay-Per-Click (PPC) advertising.
- Strong analytical skills and a comfortable approach to working with data.
- Excellent attention to detail and organisational skills.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite (Excel, PowerPoint, Word).
- A proactive and enthusiastic approach to learning.
- Ability to work independently and as part of a team.
- Experience with Google/Microsoft Ads and/or Meta Ads Manager (desirable but not essential).

Who we are:

Cartwright Communications is an award-winning, full-service team of PR, digital, social media, brand and marketing experts that puts the client at the heart of everything we do.

We create engaging and integrated campaigns to tell stories that sell. We flex our vast range of media contacts to reach millions of consumers and trade readers every day.

From our offices in Nottingham, Birmingham and London, we have connections across B2B and B2C sectors – we are specialists in food and drink, property and construction, professional services, and healthcare.

And we connect work to good times – taking care of each other so that we can take care of you.