



We're looking for a...

Paid Advertising Specialist

Salary: DOE (plus profit share)
Location: 1 Mann Island, Liverpool, L3 1BP
Application Deadline: 29th April 2019

It's a really exciting time here at Kolodo. We've just turned three and exceeded £500,000+ turnover, we've worked hard to establish a team of 14 passionate digital experts led by our Board of Directors, and are immensely proud of the growing relationships we've built over time with our clients.

Following on from a number of recent large contract wins, and the agency being awarded Google Partner status, we're looking for the first few members of a digital marketing team to join us. Thriving off the success of our design and development team, we're looking to establish what will become the second core team within the agency, working on everything from paid advertising campaigns and social media to search engine optimisation and content. This opportunity being the first within the team means there are absolutely no glass ceilings above you - hard work will reap rewards.

We're all about accelerating growth through digital transformation. Every brand we choose to work with, whether it's a business or a charity, and whether they work locally or internationally, are investing in their own growth. Our Directors have held discovery workshops with them, and spent hours putting together strategic marketing plans to help them achieve their commercial goals. We're looking for someone with business acumen to join the team, who simply won't settle for second best.

The role

You'll be working with several clients across a wide range of sectors, from limited companies to those floating on the stock exchange. Some have goals to increase brand awareness, whilst others measure success on our ability to generate leads or drive eCommerce sales. Your aim will be to ensure our clients meet and exceed their goals through building, optimising and evolving paid advertising campaigns, whilst sticking to advertising budgets they have specified across a variety of platforms.

The successful candidate will have good knowledge of digital advertising platforms and strategies, and a strong interest in digital marketing as a whole. You'll be driven by performance, collaborating with our entire team to gain the very best results for our clients.

We're looking for at least 12 months experience in digital advertising, working in-house or within an agency, with the enthusiasm to always reach the next level.

The responsibilities

- » Discovery, research, planning and implementing tailored strategies to reach client goals and ambitions, working alongside our wider agency team
- » Build, optimise and evolve paid advertising accounts across some of our key clients
- » Utilise a variety of digital advertising platforms, including but not limited to: Google Ads (Search, Shopping, Display and Remarketing), Facebook Ads, Instagram Ads, Twitter Ads and LinkedIn Ads.
- » Creating weekly and monthly reports as required, and analysing results to identify new trends and opportunities for our clients
- » Confidently manage budgets and ensure spend variations are communicated internally and to the client
- » Keep up to date with industry and digital developments, seeking new technologies and techniques to ensure we're always one step ahead, whilst proactively implementing changes to constantly develop and improve our paid advertising service
- » Support other members of our wider team both over the phone and in meetings with clients
- » Work on Kolodo paid advertising accounts, ensuring a return on investment internally
- » Support Account Managers and Directors with audits and work for prospective paid advertising clients
- » Manage your own time and communicate with our Head of Operations on daily activity to ensure our schedule is always accurate

The position

In return, we're offering a competitive salary, a generous share of our profits, a brand new MacBook Pro that you can take home, complete transparency, endless growth and training opportunities both personally and departmentally, and a generous share of our profits.

You'll be working from our HQ in Liverpool, overlooking the Royal Albert Dock alongside an award-winning team who strive to make a difference.

To apply, please go to kolodo.com/careers, or email across your CV and covering letter to careers@kolodo.com