



iCrossing

Candidate information

Senior Paid Media Analyst





Welcome

Welcome to iCrossing! We really appreciate your interest in this role and wish you the very best of luck with your application! Should you be invited to interview, if there is anything that we can do to support you in making it a success, please get in touch, and we'll help in any way we can.

Someone from the People Team will be in touch with you afterwards to see how it went and get your feedback, as well as update you on next steps. If you have any feedback about your experience during your application journey, or interview we'd love to hear from you. Please email peopleteam@icrossing.co.uk.





About iCrossing

We combine the capability of a digital transformation consultancy with the activation expertise of an agency. We help businesses unlock the power of digital, through creativity, content, data, media and technology, to deliver real step change.

We're committed to nurturing a culture where you can grow and excel, just as our clients do, while enjoying a balance that flexes with your life. The company perks are top drawer – from Enhanced Parental Leave to Charity Days. And everything we do is underpinned by values that help us attract people we love working with: those who are Ambitious, Brave and Collaborative.





The role

We are seeking a highly motivated Senior Paid Media Analyst to manage account optimisation and tactical execution and to be responsible for weekly reporting to clients via data analysis and written report, detailing the performance of PPC (Pay Per Click) accounts across platforms including Google, Bing, Amazon Marketing Service(AMS) and Apple Search Ads.

This is a hybrid role with a least two days per weeks required in either our London or Brighton office.

ABOUT THE ROLE

The day-to-day responsibilities of this role includes the following:

- Own day to day budget pacing, optimisation and day to day management of the account including bid strategy adjustments, tactical implementations
- Implement scripts on accounts with support from innovation team
- QA analyst outputs
- Conduct audits of PPC accounts to ensure our clients follow best practice and are up to date with the latest Google and Bing developments
- Input on enterprise level PPC strategies for our clients to deliver against client objectives
- Contribute to client roadmaps at a tactical level
- Contribute to platform (Google/Microsoft) calls for your clients
- Keep on top of betas and put internal cases together for new PPC opportunities
- Contribute to forecasting
- Lead Weekly/Monthly calls and meetings
- Attend client meetings, presenting the results of your work
- Work on-site with client teams to broaden your knowledge and understanding
- Provide support with reporting for Quarterly Planning Meetings
- Provide data analysis for daily, weekly and or monthly reporting
- QA allocated analyst reports
- Update processes and sharpen our approach to Search
- Work with an SEO counterpart either internally or at a third-party agency to drive Total Search results for our clients
- Be an ambassador of iCrossing UK and its values (ambitious, brave and collaborative)



ABOUT YOU

We're looking for someone who has:

- Strong experience of using Google AdWords, Microsoft Adcenter
- Strong experience of using Analytics Platforms (Google Analytics, Adobe Analytics)
- An understanding of third-party tracking and software solutions
- Working understanding of scripts implementation
- Ability to manage large Paid Media budgets
- Comfortable understanding of forecasting
- Excellent time-management skills and being on time with deliverables
- Strong oral & written communication skills and the ability to work as part of a team
- Excellent attention to detail, especially when employing individual processes and procedures
- Solid presentation skills with experience of presenting both internally and externally to clients
- Strong knowledge and understanding of Monday.com

Your application

At iCrossing we celebrate individuality and difference, and this applies to our recruitment process too. Therefore, how you show us that you meet the criteria for the role, why you want to work for us and who you are, is up to you. Whether it's through a CV, video or slide deck for example, we will consider your application.

All applications – in any format you choose – should be sent to peopleteam@icrossing.co.uk

If you use assistive technology and need a version of this document in a more accessible format, please email peopleteam@icrossing.co.uk, telling us what format you require the document in and what assistive technology you are using.

An audio/visual version is also available on request.



Diversity

At iCrossing we're dedicated to harnessing our culture of belonging and evolving to always be a better version of ourselves. Currently those from an ethnic minority background are under-represented at iCrossing and we are keen to broaden our socio-economic diversity. We therefore encourage applications from Black, Asian, ethnic minority and all socio-economic backgrounds.

iCrossing is proud to be a Disability Confident committed employer. All disabled applicants who meet the minimum requirements of the job as set out in the job description and person specification will be guaranteed an interview if requesting to be considered under this scheme. If there's anything we can do to make our interview process or working environment more inclusive and to meet your needs, please let us know.

DIVERSITY DATA

We track equal opportunity data to make our recruitment and selection processes as inclusive as possible and encourage all applicants to complete this short survey.

It is entirely voluntary, but the information we collect here is very useful to us, as it helps us to ensure we are inclusive in our recruitment practices and are attracting diverse talent.

We have asked for your name to enable us to monitor applications at shortlisting and appointment as well as application stage. All information will be treated in confidence by the People Team and will not be seen by staff directly involved in the appointment.

The questionnaire will be detached from your application form, stored separately, and used only to provide statistics for monitoring purposes. All applicants will be treated the same whether you provide this information or choose not to.

<https://www.surveymonkey.co.uk/r/Y3WX666>

