

Advertising Consultant

Job description

Description of your role at Crafted

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Classified as confidential

Employee {Name}

Department Advertising

Reporting to Head of Advertising

Salary range £25,000 - £32,000 dependent on experience; contributory pension, 25 days holiday including 8 Bank Holidays

Benefits

Crafted offers a comprehensive benefits package in addition to remuneration, contractual holiday, an annual pay review and personal development programme and auto-enrolled pension scheme. Full details available from the HR Manager.

- Private Medical Insurance with Vitality Health (p)
- Free Gym Membership at Pure Gym
- Employee Assistance Program (EAP) with a perks platform
- Lieu day for Charity work or money raising for a Charity
- Additional days holiday for length of service over 2 years (p)
- Access to a 6-week sabbatical in your 5th year of service
- Cycle to work scheme (p)
- Season ticket loan (p)
- Blood donation during work time
- Access to Bronze, Silver and Gold awards for recognising excellence throughout the year
- Monthly Friday socials
- Clubs that are run in-house e.g. Book club, football
- Regular chair-based massages
- Complementary weekly lunchtime yoga
- Daily breakfast including cereal, yoghurts, toast etc....
- Free Fruit, healthy snacks and stocked drinks fridge
- Unlimited tea and coffee (Bean to cup machine available)

The above are non-contractual benefits, and some are subject to a successful probation period (p) and some are suspended due to the covid-19 pandemic.

Skills and Experience.

1. Job purpose.

Summary of the main objectives of the job.

Responsibility for delivery of high-quality online advertising campaigns for clients with medium to large sized accounts, drawing on support where necessary. Optimise and improve the performance of the accounts while suggesting possible future enhancements with the support of the Head of Advertising. When required, adopt a client-facing role alongside Client Services, representing accounts on behalf of the Advertising team.

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2. Position in the organisation.

Details in relation to immediate supervisors, peers, subordinates.

Reporting into the Head of Advertising and/or a Group Advertising Strategist and working within the Advertising team. Will work closely with other Search Departments and Client Services.

3. Tasks and responsibilities.

Examples of key accountabilities of the role.

- Responsibility for day-to-day delivery and management of medium to large-scale advertising accounts or as part of a group working on a larger more complex client.
- Take responsibility for projects throughout their lifecycle and taking onboard input from senior members of the team
- Suggesting possible future enhancements to both client projects and wider team processes with the support of the Head of Advertising
- Support the client services function with client reporting, statistics and opportunities where required
- Use analytical skills, helping analyse trends and finding insights and actions in the large amounts of data at our disposal

4. Job dimensions.

Detail of behaviours and requirements of the role.

- Be able to have direct contact with clients of all levels and other stakeholders in order to answer questions, provide insight or analysis on many technical and strategic elements with only occasional support from more senior members of the agency.
- To prepare for and lead meetings for tier 2 and 3 clients and occasional tier 1 clients, in order to confidently represent the Advertising service in front of existing and prospective clients - with only occasional support from more senior members of the agency.
- To positively contribute to the strategic direction of client accounts and communicate with both internal and external stakeholders
- Working independently to set personal deadlines and manage workflow, while taking shared ownership and involvement with wider work planning

5. Experiences and competencies.

Details of knowledge, skills and experience required of the role.

- Ability to deliver successful creative and effective online advertising campaigns in highly competitive markets.
- Excellent understanding of all elements of online advertising from display to social as well as all major search platforms
- Google Ads, Microsoft Ads, Google Analytics and other industry qualifications
- Proficiency in Excel to the level of functions, formulas and tables
- Analytical skills to perform in-depth technical and competitor audits
- Creative thinking when faced with a problem to identify the issues and suggest actions

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- Understanding of marketing online, and the interplay between various disciplines
- In-depth use of analytics packages to monitor progress and identify trends

Behaviours.

You will be confident to offer a range of solutions to client demands and challenges. Coming across to the client as assured and knowledgeable in your areas of experience, stepping up where necessary. There will be a thirst for knowledge that drives you to analyse and understand client needs.

We are expecting you to be able to react in an agile way, promptly responding to internal and external enquiries. Anticipating deadlines and taking ownership for diligent actions on client accounts. You will be proactive about developing yourself to leave clients confident in Crafted to deliver their needs.

We need you to proactively manage expectations and seek advice and guidance to ensure a consistent approach across the team. You will be good at presenting concepts to internal and external stakeholders while maintaining and developing your commercial awareness.

Crafted's values.

Go Deliver

- Best for our clients
- Keep our promises
- Taking pride in our work
- Take ownership
- Expertise, quality and commitment

Go Together

- Be dependable and considerate
- Respect; for clients and colleagues
- Flexibility and willingness to help others
- Supporting a friendly and fun environment

Go Beyond

- Finding solutions to problems
- Contribute outside your speciality
- Thinking bigger
- Impact outside of our four walls

Go Deliver.

Taking ownership of delivering against a project or activity. Showing professionalism and integrity when representing Crafted and its clients, both within the office and externally. With a love for what you do, you'll take pride in and produce high quality work and be detail-orientated to ensure we're delivering the best possible service.

Go Together.

A collaborative, supportive and respectful approach to your work. Be a positive role model for others and ensure that colleagues can depend on you by taking responsibility for your work. Maintain flexibility in an ever-changing workplace. Be open to change and improvements in our industry, work, services and environment. Support our culture of helping each other and our clients.

Go Beyond.

By being proactive, you'll pre-empt issues and challenges, contributing your suggestions for improvements. By caring about the agency, our impact, and our clients, you'll add value outside of the day-to-day. Continue to build trusted partnerships

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with existing and new clients through outstanding work and genuine relationships. We don't strive for performance, but out-performance.

Declaration.

This job description is not exhaustive but is provided to assist the post-holder to know what their main duties are. It may be amended from time to time without changes to levels of responsibility appropriate to the grade of the post and in discussion with the post-holder. Crafted is an equal opportunities employer.

X

Signed for and on behalf of Crafted Media Ltd

By:

Date:

X

Signed for and on behalf of the employee

By:

Date: