

## Senior Digital Account Executive

CCGroup is a PR-led marketing agency offering world-class communications services across media, industry analysts, and digital channels. With over three decades of building brands within key technology sectors, our industry experience is unparalleled across mobile & telecoms, enterprise technology, fintech, cybersecurity and deep tech. We've been there at the evolution of these sectors – and told their stories.

What makes us special? It's our CCGroupies. At our core we're a diverse collective of fresh thinkers who aren't afraid to challenge the status quo. Our team is bursting with curiosity, passion, and a drive to make a difference. We believe in fostering genuine relationships and, above all, building long-term and trusted partnerships. We're constantly striving to become the best employer in tech marketing and have been recognised and awarded in this space many times in the past five years, these are a few of our awards:

- PRMoment Awards 2020, 2021, 2022 & 2023: Technology Agency of the Year
- PRMoment Awards 2020, 2022, 2023: B2B Agency of the Year
- PRovoke 2023: EMEA Technology Consultancy of the Year
- PRovoke 2022: Top Five UK Agencies to Work For
- PRWeek Best Places to Work 2023: Best Rewards & Benefits
- PRWeek Best Places to Work 2021: Best Agency to Work For (small agency, winner)
- PRWeek Best Places to Work 2021: Training and Development Award winner
- PRovoke 2020-2021: EMEA Technology Consultancy of the Year
- PRWeek Best Places to Work 2020: Mental Health Champion of the Year winner

We are looking for a dynamic **Senior Digital Account Executive** to manage and execute paid and organic social, paid search and display advertising campaigns. The ideal candidate will have at least three years' experience across these digital channels and a proven track record of driving successful paid campaigns that meet client objectives. This role will report into the Digital Account Manager, and will require supporting account management responsibilities, ensuring seamless communication with clients, delivering on agreed KPIs, and overseeing project timelines.

As part of the Marketing Services team, you will collaborate with cross-functional teams to ensure campaigns are effectively integrated into broader marketing and PR strategies. You will be the go-to person for clients regarding digital paid media and will play a critical role in shaping the growth and success of the department.

### Main job functions

#### Paid Media Management:

- Develop, execute, and optimize paid social media, search, display, and digital marketing campaigns across platforms like Google Ads, LinkedIn, Instagram, and channel media.

- Analyse and interpret campaign performance, using data-driven insights to make real-time optimizations and recommendations for continuous improvement.
- Manage budgets effectively, ensuring optimal allocation of resources across channels to meet client KPIs.
- Work with internal creative teams to develop high-impact ads that resonate with target audiences.

#### **Account Management:**

- Serve as the main point of contact for clients, ensuring consistent and clear communication regarding campaign performance, timelines, and deliverables.
- Develop client relationships through regular updates, strategy sessions, and performance reports.
- Participate in client meetings to present digital strategies and recommendations.
- Collaborate with the wider CCGroup PR team to integrate paid digital efforts with overall PR and communications strategies.

#### **Data Analysis & Reporting:**

- Track, analyze, and report on campaign performance, delivering insights and recommendations for future improvements.
- Provide monthly performance reports, including return on ad spend (ROAS), cost per acquisition (CPA), and other key metrics.
- Utilize various analytics tools, such as Google Analytics, to monitor and measure campaign success.

#### **Strategy Development:**

- Stay updated on digital marketing trends and emerging channels to recommend new strategies and platforms for clients.
- Develop comprehensive paid media strategies tailored to client objectives and target audiences.
- Identify opportunities for campaign expansion and new client service offerings.

#### **Essential experience**

- Proven experience (3+ years) in managing paid digital marketing campaigns across social media, search, affiliate, and display channels.
- Strong account management skills with experience working directly with clients.
- Proficient in using platforms like Google Ads, Facebook Ads Manager, LinkedIn Campaign Manager, and programmatic display platforms.
- Demonstrated ability to analyse data and translate insights into actionable strategies.
- Experience managing multiple accounts or campaigns simultaneously.
- Strong understanding of paid media metrics, KPIs, and performance tracking.
- Excellent communication skills, both written and verbal.
- Ability to manage budgets and ensure that spend is allocated efficiently.
- Familiarity with marketing analytics tools such as Google Analytics.

### Desired experience

- Experience in B2B sectors such as technology, financial services, telecoms, or fintech.
- Familiarity with SEO principles and their integration with paid media campaigns.
- Certification in Google Ads, Facebook Blueprint, or other relevant digital marketing qualifications.
- Experience working within an agency environment.
- Ability to manage junior team members or freelancers.

**Salary: £30,000-36,000 per annum**

**Notice: 2 months**

### More great stuff about working at CCGroup:

- Flexible and hybrid working: we ask people to come into the King's Cross office twice a week on days of their choosing, whilst operating core hours of 10-4pm.
- 22 days holiday + 1 day off for your birthday + 3 religious/cultural days off of your choosing
- Holiday allowance increases with tenure, up to 27 days
- Contributory pension (3% Employer+ 5% Employee)
- Wellbeing allowance £150 per year to spend on whatever makes you happy!
- £100 Christmas gift card
- Continuous learning environment: internal and external training opportunities for everyone, focusing on individual career development plans.
- Company social activities (daytime and alcohol-free as well)
- Dog-friendly office
- Generous maternity, adoption and paternity policies:
  - Maternity: after 1 year's service: 16 weeks @ 100% salary
  - Adoption (main adopter): after 1 year's service: 16 weeks @ 100% salary
  - Paternity: 4 weeks @ 100% salary
- Access to our mental and physical wellbeing support service
- Access to Lifeworks perks platform: discounts, gift cards and cashback!
- Up to 5% annual bonus based on company fee targets being met\*
- A further bonus worth up to 7% of salary on individual performance based on 360 peer feedback during your appraisal
- Spot bonuses to recognise exceptional efforts
- Quarterly "Famous Five" awards (£100 as a recognition of exceptional performance in line with our values)
- Season ticket loan scheme
- Interest-free loan of up to £1000 (paid back over 12 months)
- Cycle to work scheme
- Early/late passes – allows each employee to arrive three hours late or leave three hours early one day per month 9 times per year (not available in December)



- Structured sabbatical scheme
- Long term service reward scheme
- Free eye tests & £50 glasses contribution provided it's directly related to screen use.

We're committed to making our recruitment process as inclusive as possible. We are happy to carry out interviews virtually or in-person, whatever suits best. We have an accessible office in central London, the closest station is King's Cross which is a step-free station, and we have accessible facilities including WCs and showers. We are happy to provide accessibility tools to ensure you are able to fulfil your job.

Please reach out to [laura.kolb@ccgrouppr.com](mailto:laura.kolb@ccgrouppr.com) should you need any adjustments at all during the process and beyond! If you don't know what adjustments you could have, email Laura and she can help with some suggestions.