



Job specification

Title: Campaign Manager - Search and Display Engine Marketing
Start date: Immediate
Location: Soho, Central London
Salary: Competitive - plus bonus and excellent benefits

The company:

Essence is the Digital Agency that clients would create if given the choice. Because that's who we were, and that's what we did. And now, at four years old, we are officially Europe's fastest growing digital agency (Media Momentum, 2009), eConsultancy and Revolution's Most Innovative Agency of the Year (eConsultancy 2009, Revolution 2010).

We believe our clients - the likes of eBay, Google, Expedia, eHarmony and Betfair to name but a few - are different, at the leading edge of the digital marketplace, with the experience and understanding that few out there possess.

We take our work very seriously - but we don't take ourselves too seriously. We believe our work environment should be fun and we're looking for like minded individuals.

The role:

As Campaign Manager, you will be working in our "biddable" media unit, which delivers media solutions across self-serve trading systems: AdWords search and display, media exchanges and our very own Facebook platform, Papaya.

This is one of the fastest growing areas of our business and covers one of most exciting developments in the digital media space.

You will have strong SEM experience and an understanding of performance led display advertising.

We're looking for intelligent people who can passionately represent Essence, ensure outstanding delivery to the client and create opportunities for our relationship to blossom. In this role, you will be working closely with an Essence Partner.

Some of the things we'd like you to do:

- Devise and implement SEM/DEM strategies for new clients and campaigns
- Manage, analyse and optimise campaigns across clients
- Collate findings and provide engaging, insightful campaign reviews
- Develop client testing roadmaps and deliver against agreed milestones
- Promote a continual test and learn culture, with a heavy emphasis on innovative approaches
- Manage campaign delivery and budgets against target
- Regular client contact and presentations

A bit about yourself:

- You're likely to have 2+ years experience in SEM function, preferably agency side
- You will have a strong understanding of performance-led marketing
- Experience of Google Display Network and Facebook ASU advertising preferable
- Highly analytical and comfortable presenting quantitative information in a client context

essence.

- You're armed with an active interest in how innovation and technology is driving change in digital marketing
- The skills and drive to be an influential member of the "fastest growing Digital Agency in Europe" and NMA's Media Agency of the Year 2010 - to keep developing yourself and us!