

## Role Description: Paid Social & Google Lead

### Bassike. Shona Joy. With Jean. Ksubi...

Fancy working on these iconic brands? Then meet Thoughtful – Australia’s leading digital performance agency in the fashion and lifestyle space. We’re now hunting for a Paid Social & Google Lead. The successful candidate will be someone who can deliver exceptional e-commerce results – using a razor-sharp strategy. We’re also looking for a terrific human. Someone who *truly* understands how clients work. And knows what it takes to nurture a growing team within a supportive workplace.

### Rub shoulders with fashion’s finest

Thoughtful is a performance agency that works with e-commerce brands in the fashion, apparel and lifestyle space. But what sets us apart is our approach to growth strategy. We take the time to really get to know our clients: from the challenges they face now to where they want to be in the future. From there, we use the latest data, trends and tactics to implement a holistic marketing plan. The outcome? Standout results. And bang for our client’s buck.

### A culture where people thrive

We promote from within, and foster everyday opportunities to mentor our people. So they can take the next step in their career – with *us*. We also adopt a mindful approach to our work. With daily meditation and time to switch off throughout the week as standard. You can expect:

- Mind performance and public speaking coaches
- Customised career development plans
- In-house training from industry leaders
- Performance incentives for exceptional work

### The fun stuff

At Thoughtful we encourage a healthy work-life balance and offer lots of perks and rewards, including:

- Thoughtful acts of kindness (we regularly treat our staff to goodies from our favourite clients across the fashion and lifestyle industry)
- Annual employee of the year awards (with a trip to Byron Bay for the winner)
- Flexible working options and 10am starts on Mondays
- Free Mecca coffee all day
- Regular social events

- Referral bonuses

**Here's where you come in:**

We are looking for a Thoughtful, Paid Social & Google Lead with 5 + years agency experience with performance advertising and experience with e-commerce.

The successful candidate will report into our Head of Performance and Chief Growth Officer and work alongside a motivated and passionate team of performance marketers working across our wonderful array of brand partners in the e-commerce space.

**About The Role:**

- In this role you'll be working closely with our Head of Performance to develop holistic digital strategies designed to drive business growth for ecommerce fashion brands
- A specific focus will be placed on providing strategy, insights and recommendations for paid social and google campaigns
- We are a performance focussed agency, so a big part of your role will be about ensuring campaign objectives and strategic approaches are aligned with client KPIs
- You will lead and support junior team members, providing guidance for campaign and strategy activations and helping to troubleshoot
- You will have a solutions focussed approach and look to identify innovative out of the box solutions when faced with challenges
- You will be comfortable managing up and communicating with peers at a senior level of the business
- You'll hold workshops with the team ensuring regular agency updates in line with our partnerships with the likes of Meta, Google, TikTok and Pinterest
- You will have hands on experience building, launching and optimising paid social and Google PPC campaigns
- You know your way around Facebook Business Manager and Google Ads like the back of your hand
- You will be comfortable taking the lead and owning decision making autonomously but also know when certain situations require additional input and support from the senior team
- You will be comfortable managing some campaign builds, but the majority of your time will be spent directing and supporting the performance team from a client service, performance and strategy perspective

- Overall, you will be the shining beacon of paid performance, lending your experience to new client audits and pitches, and overseeing the end-to-end implementation of their strategy

**We don't want standard. We want you to stand out. So you'll have:**

- Sound knowledge of Facebook Business Manager and Google Ads with experience in delivering performance advertising in the e-commerce space.
- Enthusiasm for e-commerce and social media: demonstrating an understanding of main social channels: Facebook, Instagram, Pinterest, TikTok
- Minimum 4-5 years experience building and running Paid Media campaigns (Search, Paid Social, or both)
- Minimum 2-3 years experience with Google campaign management
- Finger on the pulse with the latest software and tech updates
  
- Performing traffic analysis in Google Analytics related to paid digital traffic and other sources/ mediums
- Ability to use data/ BI tools such as Glew, GWI and others
- Passion for developing strong relationships with clients, understanding their goals and how to reach them whilst maintaining brand integrity and working with budgets
- Experience managing and leading a team
- Effective time management, balancing workload and deadlines across several clients
- Professional attitude and ability to deliver accurately, and on time
- An eye for creativity is a plus, bringing ideas for ad creative and placements to life in ways which best promote our clients products and content, and engage their target customer
- Representing and upholding Thoughtful's company values: Positive, Passionate, Detailed, Disciplined, Teamwork, Training & Development

**Performance pro *and* a great human? Now we're talking. Impress us with:**

- Management experience
- A talent for developing strong relationships with clients
- A professional attitude and the ability to hit deadlines
- Commercial smarts, a head for business and a strong voice for the agency
- An eye for creativity (we love fresh thinking – and our clients do too)

**Make your mark on the fashion and lifestyle space**

There's never been a better time to join Thoughtful.

With a growing portfolio of exciting clients, and a dynamic, passionate team, we're changing the game when it comes to growth strategy. Join our performance agency today and you can expect a generous salary, incentive packages, and a range of health, wellness and lifestyle benefits. And don't be shy! We're always looking for awesome people to drive our growing agency forward. To apply, please send through your application, including a cover letter and resume to [prav@thethoughtfulagency.com](mailto:prav@thethoughtfulagency.com).

**APPLY NOW**