

## **Performance Lead AT THE THOUGHTFUL AGENCY**

We're now hunting for a Performance 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.

### **KEY RESPONSIBILITIES**

We are looking for a Thoughtful, Performance Lead with 4 + 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.
- In this role you'll be working closely with senior stakeholders in the business and with client partners to develop holistic digital strategies designed to drive business growth for ecommerce consumer and lifestyle brands.
- A specific focus will be placed on providing strategy, insights and recommendations for paid social (Meta, Pinterest, TikTok) and Google Ads campaigns (bonus points if you are familiar with other channels and platforms too (email, CRM, affiliate, SEO, Shopify, GA)
- We are a performance focused 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 focused 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.

## **QUALIFICATIONS**

- 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 3 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
- 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.

## **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)
- An annual employee of the year award (with a trip to Byron Bay for the winner)
- Flexible working options and 10 am starts on Mondays
- Free Mecca coffee all-day
- Regular social events
- Referral bonuses

## Make Your Mark In The Fashion & 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 your application, including a cover letter and resume to [info@thethoughtfulagency.com](mailto:info@thethoughtfulagency.com).

Please apply with your CV and a cover letter explaining why you would be a good fit for our team.

### **Industry**

- Marketing & Advertising

### **Employment Type**

Full-time