

**Job Title:** Digital Account Manager (Meta Ads) / Senior Digital Account Manager (Meta Ads)

**Location:** The Thoughtful Agency - Sydney, Australia

## **About The Thoughtful Agency:**

Join The Thoughtful Agency, a pioneering digital performance agency revolutionising the fashion and lifestyle industry with innovative digital strategies. As a globally recognised Meta partner, we have harnessed the full Meta suite to execute impactful campaigns for renowned brands like Kookai, Tony Bianco, Faithfull, and Shona Joy. Our agency's DNA is rooted in a social-first performance ethos, creating authentic connections with audiences worldwide. If you're ready to be part of a forward-thinking agency that values creativity, performance, and social connectivity, read on for a chance to let your skills shine in an environment that embraces excellence.

## **Are You Our New Meta Ads Expert?**

We are on the lookout for a dynamic and experienced Meta Ads Manager to bridge the gap between account management and platform expert. If you thrive in a fast-paced environment, have a passion for driving digital success, and possess the finesse to navigate the evolving landscape of Meta and paid social more broadly, this is the opportunity you've been waiting for.

As a Meta Ads Manager lead at The Thoughtful Agency, you will not only bridge the gap between account management and platform expertise but also play a pivotal role in crafting and executing strategic campaigns, to maximise the impact of our clients' digital presence.

Join us in pushing creative boundaries, driving performance metrics, and contributing to the continued success of our innovative campaigns.

## **Key Responsibilities**

### **Strategy and Planning:**

- Develop robust strategies for Meta campaigns aligned with client objectives and industry best practices.
- Create comprehensive e-commerce Meta Ads strategies aligned with client goals.
- Collaborate with other channel leads to form holistic digital marketing approaches.
- Comprehensive forecasting skills that bridge across overall site performance and platform performance.

### **Campaign Implementation and Management:**

- Build, optimise, and oversee Meta campaigns across Meta platforms.
- Monitor budgets and performance metrics, conducting regular optimisations for maximum ROI.
- Proactively offer recommendations for strategic bidding optimisations.
- Troubleshoot technical issues on platform and in shopping catalogue.
- Ability to prioritise tasks and oversee team productivity to drive ongoing performance.

### **Performance Analysis and Reporting:**

- Strong understanding of Google Analytics (GA4) and Shopify to help form a secondary point of reference for your insights and recommendations.
- Provide detailed reports highlighting key performance indicators and optimisation opportunities.

### **Client Communication and Consultation:**

- Cultivate strong client relationships, serving as the go-to expert for Meta strategies.
- Educate clients on maximising Meta's potential through full-funnel approaches aligned with their goals.
- Confident at leading client meetings in the absence of team members.

### **Collaboration and Leadership:**

- Lead and support team members, providing guidance on campaign strategies.
- Collaborate with cross-functional teams to ensure consistency across marketing channels.
- Uphold company values and foster a positive, growth-oriented team environment.

### **Team Leadership and Training:**

- Manage and mentor team members across Meta platforms, ensuring skill development.
- Conduct internal coaching sessions to enhance team knowledge across the platform.
- Celebrate team wins and facilitate upskilling and certification in Meta Ads.

### **Qualifications and Skills:**

#### **Required:**

- Proven expertise in Meta Business Manager with a focus on e-commerce.
- Experience in a client facing role
- 4+ years of hands-on experience in running successful Paid Media campaigns.
- Strong analytical skills using tools like Google Analytics for optimisation.
- Exceptional ability to craft strategic paid media plans and manage multiple clients effectively.
- Strong and proven account management skills.

#### **Bonus:**

- Previous management experience in guiding other team members.
- Held an account management role in a previous agency.

## **Why Choose The Thoughtful Agency?**

### **Drive Growth for Renowned Brands:**

- We specialise in partnering with e-commerce brands within the fashion, apparel, and lifestyle sectors. Our dedicated approach to crafting growth strategies ensures exceptional outcomes and maximum value for our clients' investments.

### **Nurturing a Thriving Culture:**

- Personalised career development plans and mentorship opportunities.
- Access to mind performance coaches and public speaking training.
- Ongoing in-house training led by industry experts.
- Recognition and rewards for outstanding performance.

### **Embracing a Vibrant Team Culture:**

- Acts of kindness and thoughtful gestures.
- Annual employee awards and exciting rewards.
- Flexibility in work schedules and various perks.
- Continuous training and growth opportunities.

## **How to Apply:**

If you are passionate about driving exceptional results in paid social media and resonate with our values, please send your CV to [rev@thethoughtfulagency.com](mailto:rev@thethoughtfulagency.com).

## **Company Details:**

The Thoughtful Agency  
16 Eveleigh St, Redfern NSW 2016  
[www.thethoughtfulagency.com](http://www.thethoughtfulagency.com)

Join us in our mission to become Australia's premier performance marketing agency, focusing on elevating brands within the fashion, beauty, and lifestyle industries. Apply now and be part of our journey to success!