Job Description

Job Title - Senior Paid Media Executive

Reports to - Marketing Manager

Salary - £35,000 to £42,500

Location - The Dash Group Head Office, Redruth.

Employment Type - Permanent, full-time.

Role Purpose

You will lead all paid media activity across The Dash Group's B2B and B2C brands, driving audience growth, lead generation and revenue growth through effective campaign strategy, execution and optimisation.

Reporting to the Marketing Manager, you will take ownership of paid media performance across Google, Meta and LinkedIn, ensuring campaigns are commercially focused, data-driven and aligned to business objectives. You'll continually test, learn and optimise to maximise return on investment and identify new growth opportunities

Key Responsibilities

Paid Media Strategy & Performance

- Develop and deliver paid media strategies across multiple B2B and B2C brands.
- Manage campaign budgets and performance against agreed commercial objectives including ROAS, CPA and lead quality.
- Identify opportunities to improve campaign effectiveness, efficiency and return on investment.

Campaign Management & Optimisation

- Build, manage and optimise campaigns across Google, Meta and LinkedIn.
- Work closely with brand stakeholders and the wider marketing team to align paid media activity with commercial objectives and campaign priorities.

- Monitor performance, make data-led decisions and implement continuous improvements through testing and experimentation.
- Ensure campaigns are delivering measurable commercial outcomes.

Tracking, Analytics & Reporting

- Manage conversion tracking, attribution and lead-quality analysis using tools such as GA4, Google Tag Manager and CRM integrations.
- Produce meaningful performance reports and insights for key stakeholders.
- Use data to inform future strategy and investment decisions.

What We're Looking For:

- Proven experience managing and growing paid media campaigns across Google and Meta, including responsibility for five- to six-figure monthly budgets. Experience with Amazon, TikTok or Microsoft Ads is advantageous.
- Strong commercial awareness with a focus on delivering measurable business outcomes and maximising return on advertising spend.
- Highly analytical, with experience using tracking, reporting and attribution tools to drive performance improvements.
- A proactive and creative approach to testing, optimisation and problem-solving in a fast-paced digital environment.
- Excellent organisational and communication skills, with the ability to translate performance data into clear recommendations and actions

Key Measures of Success

- Improved campaign performance across agreed commercial metrics including ROAS, CPA, CPL, conversion rate and lead quality.
- Clear and reliable reporting that supports better commercial decision-making.
- Effective budget management across brands, channels and campaign objectives.
- Stronger testing, learning and optimisation across paid media campaigns.
- Paid media activity that supports measurable audience growth, lead generation and revenue growth.

This Job Description is intended to provide an overview of the main duties and responsibilities of the role. It is not exhaustive and may be reviewed and amended in line with business requirements. You will be expected to undertake any other reasonable duties consistent with the level and purpose of the role.