

# Paid Media Coordinator

## Basic information

**Scale:** 1

**Job family:** External and Customer Services

**Terms:** Fixed Term

**Location:** Cheltenham

**Reports to:** Senior Marketing Manager

**Direct Reports:** N/A

**Team:** Marketing

**Business unit:** Sales and Marketing

**Date reviewed:** Nov 2020



## Job purpose:

To support the service and delivery of UCAS Media's rapidly expanding Paid Media proposition. Supporting the delivery and reporting of campaigns cross Facebook, Instagram, Google and Snapchat campaigns. The post holder will communicate with clients and UCAS Media client partners to build and optimise campaigns within platform. The role will collaborate with the Paid Media team, with UCAS Media Client partners and with clients to bring together a seamless experience to drive the highest results.

## Key accountabilities:

- To support the administration and delivery of paid media campaigns, collaborating across UCAS Media teams
- Accurately collate reporting and campaign results to inform Paid Media team and client partners of campaign successes and risks
- Maintain accurate client records in Salesforce
- Interpretation of campaign briefs, translating information into platform campaigns
- Responsible for building campaigns with an eye on optimising for success
- Troubleshoot and advise on technical queries from both client partners and clients
- Feedback any relevant campaign performance information to support the client experience
- Support team members with data counts, research, general admin and other tasks where necessary

- Support with financial reports, receipts and credit card reconciliation for finance submission

#### **Skills, qualifications, and experience:**

- Technical / logical thinker with an eye for detail
- Proficient in communicating via telephone, email, and face-to-face
- Strong admin and sales support skills with a good level of organisational skills and methodological approach
- Good experience of using CRM, customer databases and maintenance of customer records. Desirable if Salesforce has been used before.
- Effective planning, co-ordination and time management skills
- Computer literate – Word, Excel and PowerPoint
- Able to meet deadlines and perform under pressure
- Highly motivated

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

#### **Our values in action:**

**Customer-focused** – We understand what our customers want, and we act on their changing needs.

**Collaborative** – We collectively create an engaging and positive work environment.

**Accountable** – We take ownership of our individual and organisational performance.

**Service excellence** – We realise, grow, and maximise our potential.

**Trusted** – Individuals are trusted to make informed decisions and take appropriate risks.