

## **Paid Media Executive**

Kinetik Wellbeing is a health and wellbeing business that prides itself on producing a range of cutting-edge health products to the everyday home. We are involved in all stages of product development from initial design to getting products on the shelves and online at some of the biggest UK and global retailers.

We've experienced significant growth over the past few years, with more and more people taking their health into their own hands. A large proportion of this growth has come through online retailers and marketplaces, such as Argos and Amazon, and now we want to expand our marketing team to include someone who can help us achieve growth through our website. We know that we have great products, with both the clinical validation and stamp of approval from independent parties, such as Which? and Feefo, to prove it, and we're looking for someone to help us run data marketing to help increase conversion and the percentage of sales through our direct channel.

We are a growing team with ambitious plans for growth over the next few years. We currently have offices in Hong Kong, Jakarta (Indonesia), Auckland (NZ) and our head office which is in Salfords (Surrey) where this position is based. To help us continue to grow and build this global brand, we are looking to recruit a driven Paid Media Executive to join us on a full-time, permanent basis.

### **About the role:**

As a valued member of the Digital and Partnership Marketing team, you will be responsible for building and optimising digital marketing campaigns for the UK market, and countries across Australasia and Asia. Where else would you get global experience so early on in your career?

You'll have graphic designers and content creators right by your side to help you create campaigns which will drive both increased brand awareness and conversion.

Main responsibilities will include:

#### **1. Google Ads**

- Develop, execute, and oversee Google Ads campaigns.
- Conduct keyword research and optimise ad copy to ensure maximum visibility and relevance. Keyword research will also be applied to blogs written by our content team.
- Implement bidding strategies and budget allocation to maximise ROI.
- Continuously monitor and analyse Google Ads performance metrics, such as click-through rates (CTR), conversion rates, and cost-per-click (CPC).
- Stay up-to-date with industry trends and algorithm changes to adapt strategies accordingly.

#### **2. Amazon Ads**

- Manage Amazon Advertising campaigns, including Sponsored Products, Sponsored Brands, and Sponsored Display.
- Optimise product listings to improve visibility and sales.
- Monitor ad spend, ROI, and sales performance on Amazon to adjust strategies as needed.

- Collaborate with the wider sales and marketing team to align Amazon Ads with product promotions and sales initiatives.
- Leverage Amazon Advertising tools and analytics to gain insights into customer behaviour and preferences that can also be applied across campaigns for D2C ecommerce channel.

### **3. Social Media Ads**

- Create and execute targeted social media advertising campaigns across platforms such as Facebook, Instagram and LinkedIn.
- Work with wider marketing team to create compelling ad creatives and ad copy to engage the target audience.
- Use audience segmentation and retargeting strategies to maximise ad effectiveness.
- Analyse key social media metrics, including engagement rates, click-through rates, and conversion rates.
- Stay updated on the latest trends in social media advertising and explore emerging platforms for potential opportunities.

#### **About you:**

This is the perfect opportunity for someone with 2-4 years of experience in a performance marketing role, who is looking for a new opportunity where they will have more autonomy and responsibility to drive the success of campaigns across various channels.

You'll be proactive, hardworking, obsessed with data and see opportunities to help us achieve ambitious eCommerce growth. Alongside this, you'll need to have excellent interpersonal and team building skills and be flexible according to the needs of the business.

#### **Why work for us?**

Our goal is to employ the best people we can and provide our team with interesting and stimulating work. During your time with us we will offer a competitive salary and benefits, a fun and professional work environment, and the opportunity to develop your career through coaching, learning and development opportunities and plenty of time to be social too.

#### **Benefits:**

- Additional leave
- Smart Casual dress
- Company events
- Company pension
- Employee discount
- Free on-site parking
- Sick pay
- Hybrid working policy
- Learning and development opportunities