

**Job Title:** Paid Media Executive

**Reports To:** Head of Digital

**Location:** Head Office (Pembrokeshire, Wales), Remote Working or Mixed

**Salary:** Competitive, depending upon experience

**Who we are:**

Genpower Ltd is the exclusive distributor of Hyundai Power products for the UK and Irish marketplaces, alongside our own branded machinery ranges available to fulfil worldwide. Through years of exceptional growth in online marketplaces and wholesale the digital department has grown to ensure consistent growth and customer conversion via our website(s), and sales marketplaces. We are now expanding our in-house marketing function to include focus on UX, Content, Design, Social, Paid Digital Media activity and more.

Established in 2006, based in the exquisite Pembrokeshire Coast, Wales, we have grown exceptionally and are a leading supplier of quality power equipment such as garden machinery, generators, water pumps, light construction equipment, pressure washers and much more across our range of products available to an approved dealer (reseller) network and direct-to-consumer via our ecommerce channels.

**The role:**

Working within the fast paced ecommerce department, the Paid Media Executive will be responsible for driving growth and profitability from paid digital marketing activities, including Google, Bing & Paid Social Media. Utilising tactics such as paid search, display, retargeting, video, paid social media - it will be your responsibility to plan, coordinate and executive an effective marketing strategy across multiple platforms.

Day-to-day you will be compiling reports to highlight opportunities, trends and ROI from marketing campaigns whilst analysing and monitoring user behaviour, user journeys online and managing our multi-channel marketing. Depending upon experience and your skills this role could encompass other tasks such as our marketplace advertising on AMS, eBay or our Affiliate programme.

Driving growth from a coherent paid digital marketing strategy is the core aim, whilst also monitoring and adjusting this strategy to ensure our stock levels keep to forecast and run rates is vital. This growth must be achieved within an agreed ROI / RoAS / COS level.

Compiling relevant, coherent reporting to communicate effectively to the senior management team also falls within this remit.

**Skills required:**

- High attention to detail.
- Curiosity and desire to develop knowledge, skills and grow our business.
- Technically proficient and able to compile reports and analyse data.
- Keep up to date with the marketplace, advertising platforms and new areas to grow our paid marketing attribution.
- Analyse our channels and paid advertising performance.
- Be able to 'read data'.
- Knowledge of the Google suite of products, including Google Ads, Search Console, Analytics, Data Studio...etc.
- Knowledge of Microsoft / Bing Ads, Console, Clarity...etc.

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- Knowledge of Facebook Business Manager.
- AMS and/or Marketplace advertising knowledge beneficial.
- Be able to thrive with deadlines and work under pressure to a high standard.
- Plan effectively and execute contingency or 'Plan Bs' when required.
- Not essential, but knowledge of marketing theory, concepts, text ad copywriting and other marketing channels would be beneficial.

For the right candidate, this role can be extremely rewarding and there is great potential to grow within the company.

On top of the competitive basic and great location, following completion of probation we offer Perkbox, Private Healthcare and an increasing holiday allowance with service.

**To apply, please send CV and cover letter outlining your suitability to:**

[laura.sanderson@genpower.co.uk](mailto:laura.sanderson@genpower.co.uk)

