

Job Title: Paid Media Executive

Department: Media & Communications

Date: April 2026

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**Job in summary:**

Location: Bath, UK

Employment Type: Permanent

Job Type: Full Time

Salary: Competitive

We're looking for a curious and detail-oriented Paid Media Executive to join our award-winning team here in central Bath.

**About the role**

The purpose of this role is to help manage and be accountable for the day-to-day running and delivery of paid media campaigns for our clients. As a Paid Media Executive, you will work alongside the other Paid Media team members, SEO, Technical, Client Services, Creative and Strategy teams to help develop and deploy campaign plans that will meet and deliver our client's goals and objectives.

Your daily responsibilities will focus on Paid Social and Paid Search media planning, campaign builds, optimisations and reporting. You'll be working across AgencyUK's core digital performance channels including Meta, LinkedIn, Google, YouTube, TikTok, Pinterest and more, as well as planning and buying more traditional forms of media such as OOH, TV, Press and Radio, across both consumer and B2B clients within our portfolio.

You will be responsible for ensuring campaigns are delivered effectively and reported on with clear and interesting insights. You will learn from the senior peers in your team and develop skills and processes to enable you to support clients with their marketing goals. You will develop good working relationships with other departments within the agency and proactively share media knowledge and latest trends with wider teams.

As an integrated agency we are constantly developing and growing complex omnichannel campaigns for clients across the UK and internationally and you will be an integral member of the team that will make a positive contribution to the success of the agency.

## Responsibilities

- **Campaign Planning:** Working with the senior peers in your team as well as Social, Strategy and Creative teams to develop and build effective and innovative campaigns to reach core audiences and drive results
- **Paid Media Support:** Comprehensive understanding of, and regular referral, to client marketing plans, demonstration and a clear understanding of client objectives, and working with the team to deploy paid media strategies and tactics to meet those objectives
- **Audience Planning:** Conduct audience research and planning to provide opportunities for our clients to target new customers via digital platforms
- **Reporting:** Analyse performance data with attention to detail to evaluate results and make informed recommendations for future campaigns. Share key learnings with the wider team to help inform campaign strategies. Demonstrate confidence in presenting key learnings and takeouts to client stakeholders
- **Client relationships:** Help your team respond to paid media related queries from clients across the agency and provide high support for the day-to-day running of some of our client accounts
- **Media Owner relationships:** work with 3rd party provider partners to enhance your knowledge and expertise within paid media. Work with our platform reps and traditional media partner to plan, buy and optimise campaigns to meet client's business objectives
- **Industry knowledge management:** Develop knowledge of the clients' businesses, business objectives and the sector in which they operate to ensure you are able to write and speak knowledgeably on client industries and media trends
- **Channel knowledge:** Have clear understanding of the key paid social platforms (Meta, LinkedIn, Pinterest, TikTok) and Google (Search, YouTube, Display), what their strengths and weaknesses are and how to utilise and build campaigns to achieve client's objectives
- **New Business:** Support new business opportunities by partaking in initial strategic research and competitor analysis

## Your skills and experience

As a Paid Media Executive, you will be a positive, proactive and energised member of the team that already has basic understanding and knowledge of the key social media channels. You will have experience in planning and executing paid media campaigns, specifically within Paid Social and/or Paid Search with a record of delivering great results. You will be detail-oriented and curious about providing media marketing solutions to client's marketing challenges.

As well as the above, we're looking for the following:

### Essential

- At least 2 years experience in paid media marketing, either in-house or at an agency
- Excellent time management and organisational skills
- Brilliant written and verbal communication skills

- Competent with numbers, reporting and attention to detail
- Self-motivated and proactive
- Results focused
- Flexible and agile working style
- Team-spirited
- Driven for personal development and growth
- A dynamic, ambitious attitude and outlook – for yourself, for those around you, and for the business

#### Desirable

- Educated to degree level, with a marketing focus

#### About Agency UK

We're an award-winning, integrated brand communications agency. Privately owned, proudly independent, B-Corp Certified and accredited Living Wage Employer.

We work with clients we believe in, helping them grow and better connect with their audiences. We have a depth of experience in both the B2C and B2B sectors, working with clients in the UK and internationally, across food, drink, pet brands, education and public services.

We're a friendly bunch and enjoy spending time together with regular opportunities for learning and development as well as socialising. Our local community and charities are important to us and we're always doing our bit to help—we even have our own bee hives!

We've won a few awards too:

- Number 1 Brand Strategy Agency Winner 2020 (under 40 staff) by The Drum Recommends.
- Number 1 Advertising Agency Winner 2019 (under 40 staff) by The Drum Recommends.
- Ranked Independent Agency of the Year in 2015, 16, 17 by the Drum.
- D&AD Pencil Winner 2016 – the global mark of true creative excellence.

#### What We Offer

- Fair and competitive pay rate within the sector
- Company pension scheme
- 25 days of annual leave, with the option to buy an additional 5 days per year
- Aviva Health care including Dental and Eye plan.
- Bike to work scheme
- Hybrid working: 3 days working from our central Bath office and 2 days working at home

- Enhanced maternity and paternity agreement

If you would like to work for a nimble, dynamic agency, then we would love to hear from you.

### Closing Summary

Agency UK is committed to ensuring our workforce reflects the community we represent. We welcome applications from all sections of the community and encourage applications underrepresented backgrounds including race, ethnicity, social background, disability, religion, gender, age, sexual orientation, or national origin. We shall support requirements for reasonable adjustment where possible during the recruitment process. Information can be provided in alternative formats when requested.

### Contact Information

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