



## Job Description

**Title:** Paid Social Manager (Meta)  
**Type:** Permanent  
**Start date:** ASAP  
**Hours:** 40 hours per week  
**Salary:** Competitive, dependent on experience  
**Location:** This role is 100% based at our new HQ in Aylesford, Kent

### Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'Discover Something New' every year. One in six homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66<sup>th</sup> fastest growing company in the UK, we're a British success story and our incredible growth isn't stopping any time soon. We would love you to join us on this exciting journey!

### The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

### We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office at our swanky new base in Aylesford, Kent. Being together facilitates superior collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

### This Role

This is an excellent opportunity to join us on our fast-growth journey!

We're looking for a Meta Paid Social Manager to join our team to work alongside our Head of Acquisition to plan, launch and optimise a host of conversion campaigns on the Meta platform.

This is a newly created role to support the ongoing fast-growth of the organisation.

Your responsibilities will include:

- Planning a continuous stream of both seasonal and evergreen Meta conversion campaigns for our diverse range of products.
- Working with a small team of Paid Social Executives to build and launch campaigns to schedule.
- Continuously optimising active campaigns for maximum efficiency and longevity.

- Regular deep-dive analysis into all campaign variables and account metrics, regularly reporting on opportunities for improvement, efficiency and growth.
- Managing an A/B testing schedule for campaign structure, setup, creatives, copy and objectives.
- Analysing current creative trends and seasonal demand for product categories to inform strategy for paid social and content creation.
- Assisting with the forecasting of product sales based on current performance, seasonal plans and upcoming launches.

You'll excel in this role if you have the following skills & experience:

- Proven experience with managing Meta conversion campaigns in an e-commerce setting.
- Strong experience with the analysis of campaign data and optimisation to key metrics.
- Previous experience managing conversion PPC campaigns in the e-commerce industry.
- Excellent communication and presentation skills.
- Ability to report in a clear and concise manner.
- Ability to work semi-autonomously, using initiative to spot opportunity and make recommendations accordingly.

### **What's it like to work here?**

We know that our people are key to our success. That's why we strive to make MHI a great place to work – just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes way beyond just your salary. As well as being a Living Wage employer, we're proud to offer one of the best packages of team perks in the area, including:

- Private healthcare
- Free breakfast every morning
- Paid sick leave
- Flexible hours
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Buy or sell holiday
- Generous paid maternity & paternity leave
- Your birthday off work every year
- Free electric vehicle charging
- Free car washing every month
- Regular team & charity fundraising events
- Free products from our range
- Generous staff discount on our range of products
- Free personal use of company vans
- Company pension
- Salary sacrifice schemes (cycle to work, electric car leasing)
- Season ticket loans
- Casual dress code
- Free and unlimited fruit, sweets, cold & hot drinks

### **What happens next?**

If we think you could be a good fit, you'll be invited to come and see our new state-of-the-art facilities and for a more in-depth conversation. We may ask you to complete a small task to show us your skills and there may be a second interview stage, too.

This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.