



Job Description

Title: TikTok Paid Ads Manager
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 Snodland, Kent (not remote working)

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 ten 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 66th fastest growing company in 2024, we're a British success story and our incredible growth isn't stopping any time soon – and we'd 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 swanky new offices in Snodland, near Maidstone. This facilitates easier 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 TikTok Paid Ads Manager to join our team to strategize and implement a host of acquisitional advertising campaigns on the TikTok platform.

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

Your responsibilities will include:

- Planning and implementing conversion campaigns on the TikTok platform to drive sales of MHI's product mix.
- Full analysis and reporting of ad metrics to develop evergreen campaigns and capitalise on seasonal trends, presenting evidence-based strategic plans to the Head of Acquisition.

- Manage MHI's presence on TikTok Shop, working with TikTok to ensure compliance and opportunities for promotion are exploited.
- Establishing and creating a detailed testing schedule for content, copy, audiences and campaign setup to ensure that all variables are tested, fully optimised, and a sustainable strategy is achieved.
- Tracking key metrics on a daily basis, making appropriate alterations to campaigns to ensure maximum efficiency on the platform.
- Strategic planning of TikTok livestreams, working with a host to create an optimised strategy for a schedule of livestreams.

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

- Proven experience with the TikTok Ads Manager and managing TikTok conversion campaigns (essential).
- Previous experience using TikTok Ads Manager and TikTok Shop in an e-commerce setting (essential).
- Previous experience of working alongside a creative team to report and influence a results-driven creative strategy.
- Strong understanding of paid social advertising metrics and ability to translate analysis into actions.
- Excellent communication and presentation skills.
- Ability to report in a clear and concise manner.
- Ability to work semi-autonomously, using initiative to plan and execute campaigns, and reporting results.

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. We're proud to offer one of the best packages of team perks in the area, including:

- Free breakfast every morning
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Flexible hours
- Your birthday off work
- Free EV charging
- Free car washing
- Regular team and charity fundraising events
- Free products from our range
- Generous staff discount
- Company pension
- Casual dress code
- Free and unlimited sweets, cold & hot drinks

What happens next?

Please submit your CV and cover letter to jobs@musthaveideas.co.uk.

If we think you could be a good fit, you'll be invited to come and see our offices for a more in-depth conversation.

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.