



Discover
something *new!*

Job Description

Title: Paid Social Manager
Type: Permanent, Full time
Start date: ASAP
Hours: 40 hours per week
Salary: Competitive, dependent on experience

PLEASE NOTE – FOR THIS ROLE IT IS ESSENTIAL THAT YOU LIVE IN THE UK AND ARE ABLE TO COMMUTE TO OUR OFFICE IN SNODLAND, KENT. APPLICANTS UNABLE TO COMMUTE WILL NOT BE CONSIDERED.

Who is Must Have Ideas?

Whilst still only 4 years old, we're one of the UK's fastest growing ecommerce brands, helping over 1 million customers 'discover something new' every year. One in twenty homes in the UK now have one of our problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. We're a British success story and our incredible growth isn't stopping any time soon – we'd love you to join us on this exciting journey!

The Team

Based in our swanky brand new offices, 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.

This Role

This is an excellent opportunity to join us on our fast-growth journey!
We're looking for a Paid Social Manager to join our team to help manage our paid social advertising.

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

Your responsibilities will include:

- Day to day management of all ads and digital marketing campaigns across platforms such as META & TikTok
- Improve paid media campaign efficiency and increase conversions as well as scale ad accounts to maximise campaign potential
- Manage all aspects of campaign planning, rollout and optimisation
- Ensure campaigns are meeting clearly defined conversion objectives
- Regular and ad hoc reporting from ad platforms to provide insights and recommendations
- Manage daily spend in line with targets and monthly budgets
- Manage a team of 3 paid social executives
- Maintain knowledge of industry best practices

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

- Educated to degree level or equivalent
- At least 3 years experience in ROAS based online media buying
- Experience running ads on Facebook Ads Manager
- Experience in budget management, project management, strategy development, forecasting and ROAS calculations are highly desirable
- Have a passion for analytics
- Be detail focussed, highly organised and consistent
- Ability to deal with a fast-paced work environment
- Work effectively in a collaborative team, and independently as required
- Proficiency in Microsoft Office applications

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?

If we think you could be a good fit, we'll be in touch to arrange an initial call to get to know you. If all goes well, 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 of 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.