

Paid Media Executive

Basic information

Band: F

Job family: Sales

Terms: Fixed term contract – six months

Location: Cheltenham

Reports to: Paid Media Manager

Business unit: Media



Role purpose:

To support the sale, service, and delivery of UCAS Media's paid media proposition, actively enabling and supporting the wider Sales Team to understand, scope, and sell paid media in Facebook, Google, and Snapchat platforms, then taking the lead on delivery together with a network of agencies and partners. The post holder will collaborate across UCAS' Marketing, Analysis and Insights, and Ad Operations teams, to bring a seamless experience for clients, and drive the highest results.

Key duties and responsibilities:

- Support the UCAS Media Sales Team to generate new business from new and existing clients.
- Lead the administration and delivery of paid media campaigns, collaborating across UCAS teams.
- Manage partner relationships with external agencies to deliver the best quality product and experience.
- Collate reporting and review optimisation and success with clients, and gain their feedback.
- Generate new business from appointed client categories through telephone or email sales channels.
- Handle incoming business calls, and ensure the greatest take up of the UCAS Media product portfolio.
- Maintain accurate customer records in an appropriate database.
- Feed back any relevant market intelligence that could benefit the commercial offering.
- Manage the customers of other team members when they are unavailable to service their accounts.
- Support other team members with data counts, research, general admin, and other tasks when necessary.

Accountabilities:**Primary customers/stakeholders:****Internal:**

UCAS Media colleagues, Ad Operations, Analysis and Insights, and Marketing.

External:

Agencies, SME owner/marketing managers, client marketing personnel, and advertising agencies.

Person specification:**Required:**

- Proven experience in a customer service or sales role.
- Proficient in communicating via telephone, email, and face-to-face.
- Strong admin and/or sales support skills.

Desirable:

- Experience of using CRM and customer databases.
- Media sales experience.
- Digital sales/delivery experience across Facebook, Google, and Snapchat platforms.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success, as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.