

Paid Social Manager

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Phone :

Web :



Job Summary

Vacancy :

Deadline : May 20, 2025

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Employment Status : Full Time

Experience : Any

Salary : £60K - £65K

Gender : Any

Career Level : Any

Qualification :

Job Description

A high-growth, technology-led consumer services business is looking for a **Paid Social Manager** to play a pivotal role in accelerating its ambitious growth plans across the UK and Europe. Backed by record-breaking investment and committed to sustainability, the business is transforming everyday logistics through innovative technology and a mission to make moving miles better — and more carbon-conscious.

With over 8 million customers served and a proudly carbon-neutral service that has saved over 8,000 tonnes of CO₂ annually, this is a unique opportunity to join a fast-moving, purpose-driven company at an exciting stage of scale-up. This role is ideal for someone with a strong performance marketing background, a creative mindset, and the curiosity to continually test, learn and optimise across fast-changing paid social platforms.

The Role

Sitting within the Growth Marketing team and reporting to the Head of Growth, the **Paid Social Manager** will take full ownership of the business's paid social strategy—from ideation and execution to optimisation and insight. You'll work closely with creative, data and brand teams to shape best-in-class campaigns that balance performance with impact.

Key Responsibilities

- Lead the development and execution of high-impact paid social campaigns across core platforms (e.g. Meta, TikTok).
- Own budget planning, campaign setup, performance tracking, and day-to-day optimisation.
- Build and deliver a structured testing roadmap—across creative, copy, audience targeting, and placements.
- Partner with creative teams and content creators to develop thumb-stopping assets tailored to each platform.
- Produce regular performance reports, providing insight-led recommendations that feed into the wider marketing strategy.
- Collaborate with cross-functional teams to ensure accurate tracking, attribution and aligned messaging.
- Explore emerging social platforms, tools, and ad formats to keep the business at the forefront of innovation.
- Build strong relationships with platform partners and stay ahead of algorithm updates, trends, and best practices.

What They're Looking For

- Proven experience managing paid social at scale—ideally within a high-growth consumer or tech-led business.
- A deep understanding of performance marketing metrics and how to translate insights into action.
- A creative thinker with a good eye for what drives attention and conversion across different social platforms.
- Hands-on experience with tools like Meta Ads Manager, TikTok Ads Manager, Google Analytics, and Tableau.
- Highly organised, data-literate, and motivated to test, learn, and improve.
- A strong collaborator who thrives in cross-functional environments and enjoys contributing to team success.
- A self-starter who's comfortable with ambiguity and excited to build from the ground up.
- Must be able to commute to the London office at least 3 days per week.
- Please note: applicants must have the right to work in the UK as visa sponsorship is not available for this role.

Perks & Benefits

- Competitive salary reflective of your experience and impact
- 25 days holiday + public holidays + Christmas Eve off + long service holiday increases (up to 30 days)
- In-house gym, Vitality health cover and enhanced sick pay
- People's Pension scheme (5% employee, 3% employer contributions)
- Enhanced maternity leave
- Cycle-to-work scheme, electric vehicle scheme and excellent transport links
- Free daily breakfast and in-house barista coffee
- Thursday team drinks and regular socials
- Quarterly performance awards—with standout prizes (past winners enjoyed a 4-day trip to the Alps!)
- Be part of an industry-changing, sustainability-focused tech brand

Company Values

- **Have fun, get it done** – We work hard and enjoy the results
- **Progress over perfection** – We move fast, learn fast, and innovate boldly
- **One team, thinking big** – We celebrate wins and rise to challenges together

DE&I

The company is committed to building an inclusive and diverse workplace where every voice is heard, every perspective is valued, and every individual has the opportunity to thrive. Applicants from all backgrounds are warmly welcomed to be part of the mission and culture.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
