



## **Job Description**

**Role:** Paid Social Marketing Executive  
**Reporting to:** UK Marketing Director & Head of Platform

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## **Overview:**

VICE is a global youth media company and the industry leader in producing and distributing the best online video content in the world. Launched in 1994 as a punk magazine, VICE now operates out of 36 countries, and has expanded into a multimedia network, including the world's premier source for original online video, [VICE.COM](http://VICE.COM); an international network of digital channels; a television & feature film production studio; a magazine; a record label; and a book-publishing division.

VICE's digital channels include VICE Sports, a sports channel; MUNCHIES, a food channel; VICE News, a dedicated news channel; Noisey, a music discovery channel; The Creators Project, dedicated to the arts and creativity; Motherboard, covering cultural happenings in technology; THUMP, focusing on global dance music and culture; Fightland, a channel dedicated to the culture of MMA and Broadly a female focused channel. VICE acquired British fashion publication i-D in 2012 and re-launched i-D's digital presence at i-D.co, a video-driven fashion site. In 2013, VICE launched a news-magazine series on HBO titled VICE. The Emmy Award-winning series just completed its second season; seasons three and four to air in 2015 and 2016.

## **Role:**

VICE are looking for a Paid Social Marketing Executive to join the Marketing team on a permanent basis, reporting into the UK Marketing Director and Head of Platform.

The successful candidate should have strong analytical and mathematical skills. They should have at least one year's experience working on paid social campaigns within an advertising agency or another social focused business.

They will be calm under pressure, reliable and a good team player. Familiarity with Vice and a passion for culture is a huge plus for any potential candidate.

## **Key Responsibilities:**

- Execution of all of Vice UK's internal Paid Social advertising campaigns including the optimisation and scaling of Facebook campaigns.
- Driving budget pacing and bidding optimisation to meet internal monthly targets.
- Analysing and optimising campaign performance with regular data analysis to identify areas for improvement.
- Creation of daily, weekly and monthly internal marketing reports.
- Working alongside internal departments to devise media strategies for brand activations.
- Measuring the performance of brand activations against client specific KPIs.
- Researching target audiences and where they can be found. Testing new advertising platforms and strategies.
- Providing updates to internal teams on the active campaigns and helping to ensure different departments are up-to-date with new opportunities and industry developments.

### **Previous Experience:**

- You will have least one year's experience running Paid Social campaigns within an agency or another digital business (experience working for a PMD or specialist advertising agency is a big plus).
- You will show evidence of strong analytical skills.
- You will have a deep understanding of Microsoft Excel.
- You will have experience of producing client facing reports using Keynote or Microsoft PowerPoint.
- You will have a general knowledge of Facebook, Twitter, YouTube and Instagram.
- You will have managed online advertising campaigns in your previous roles working across a variety of business led KPIs.
- You will demonstrate a good knowledge and understanding of the digital advertising industry.

### **This job would suit someone who is:**

- Proactive. Willing to take control of important tasks without close supervision.
- Good under pressure. Interested in working in a high paced and high growth business where nothing is set in stone.
- Affable. Strong at communicating in a positive manner with colleagues and clients.
- Responsible. You will be largely autonomous within your role and your success will be determined by performance against strict targets.
- Familiar with VICE. You will be an ambassador for the business at all times.

### **Other:**

- To undertake such other tasks including general administrative duties as may be required from time to time.
- To be an ambassador for the business at all times.

To apply please email a brief cover note and CV with the reference "**Paid Social Marketing Executive**" in the subject line to: [ukrecruitment@vice.com](mailto:ukrecruitment@vice.com)

We look forward to hearing from you!

*If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.*