



Senior Paid Media Executive

Location – Hybrid or Remote (UK Based)

Office – The Mill, Lodge Lane, Derby, DE1 3HB

About the role

This is an opportunity to join a growing Paid Media team within an established, strategy-led digital marketing agency. You'll work across Paid Search and Paid Social, with the chance to shape how we use platforms like Google, Meta and Microsoft to drive high-quality lead generation and growth.

The role is suited for someone who is ready to take the next step in their Paid Media career. You'll work closely with the Head of Paid Media, playing a key role in managing and improving a portfolio of client accounts, while developing your strategic thinking and account ownership.

You'll have the autonomy to take ownership of your work and make decisions, with the support and guidance needed to continue developing your skills and confidence.

Who would be a good fit for the role:

This role would suit someone who:

- Has experience working on lead generation and/or B2B PPC accounts
- Has run accounts on Google, Microsoft & Meta Ads
- Is confident managing campaigns and wants to take on more ownership of performance
- Has a track record of improving accounts over time, not just maintaining them
- Enjoys problem-solving and testing ideas, rather than following rigid processes
- Is starting to think more strategically and commercially, beyond campaign setup
- Is comfortable working with clients and explaining performance clearly
- Thrives in a relaxed, low-micromangement environment, but knows when to ask for support

Responsibilities

- Managing and optimising Paid Media campaigns across Search and Social platforms (including Google Ads, Meta Ads and Microsoft Ads)
- Supporting the development of PPC strategies aligned with client goals
- Building a strong understanding of each client's product, market, and objectives
- Identifying opportunities to improve performance, efficiency, and lead quality
- Producing monthly reports with clear insights and actionable recommendations
- Contributing ideas to testing roadmaps and campaign development
- Supporting landing page and CRO improvements where relevant
- Communicating with clients and contributing to performance discussions
- Collaborating with other teams (SEO, content, web, analytics) to improve results

Desired experience

- 2 years' experience in Paid Media (agency experience preferred)
- A genuine interest in Paid Media
- Experience working on lead gen or B2B accounts
- Comfortable working with data and identifying trends or issues
- Experience managing multiple accounts and priorities



We care more about how you think and approach PPC than ticking every box. If you're looking to step up and take on more responsibility, we'd still love to hear from you.

Benefits of working at TDMP

- £29,000 - £33,000 salary (plus home broadband / phone subsidy)
- 25 days holiday + bank holidays + 1 CSR day to support a chosen charity
- Flexible working approach (hybrid or remote)
- Private Health Insurance
- Health Cash Plan including employee assistance programme
- Contributory Pension
- Packaged benefits programme
- Employee share ownership scheme
- Regular team social events
- Opportunities to attend industry courses, conferences, and advanced PPC training
- Ongoing development through working closely with Paid Media specialists

About TDMP

TDMP is an award-winning strategy-led digital marketing agency focused on delivering sustainable growth for our clients, built through long-term partnerships rather than short-term, high-churn engagements.

We believe great paid media performance comes from clear thinking, ownership, and trust. Our teams are given the space to make decisions, test ideas, and focus on what genuinely drives results for each client; not rigid playbooks or one-size-fits-all approaches.

We actively explore how AI and automation can be used responsibly to improve efficiency, insight and decision-making across digital marketing, while keeping human judgement at the centre.

Our Paid Media team has been growing steadily, supported by strong client relationships and a collaborative, supportive culture. We're serious about quality and accountability, but we work in a relaxed, grown-up environment where experienced people are trusted to do their jobs well.

We operate from our Derby office at The Mill, while embracing flexible and hybrid working. We enjoy working together in person when it adds value, but we're equally open to remote-based team members across the UK when the fit is right.

Applications

Please email your CV with a brief introduction of yourself to Jerry Donegan – jerry@tdmp.co.uk

