



LOVE YOUR HOME

Paid Media Co-Ordinator

We are looking for a hands-on Paid Media Coordinator who will take the lead on our paid search and social strategy and execution. This will involve end-to-end planning and management of campaigns in Google, Microsoft and Meta ads, with opportunities to expand to other platforms. The ideal candidate will understand the challenges and opportunities of high consideration/low frequency purchases, as well as having a strong understanding of incrementality and attribution.

Keen on this exciting opportunity to join our Marketing team?

Apply by sending your CV and cover letter to careers@love-your-home.co.uk

KEY ACCOUNTABILITIES

Campaign Management:

- Take full ownership of managing and optimising paid search campaigns on Google and Microsoft ads, including a variety of campaign types (keyword, shopping, Pmax, demand gen)
- Manage and optimise paid social campaigns on Meta platforms (Facebook and Instagram)
- Explore and implement paid advertising opportunities on additional platforms as needed

Strategy & Optimisation:

- Develop and execute a paid media strategy that aligns with overall marketing goals
- Continuously optimise campaigns for performance, focussing on both upper and lower funnel metrics to drive incremental sales and awareness

Budget Management & Reporting:

- Manage the paid media budget, ensuring efficient and effective allocation and spending
 - Forecast and allocate budget based on campaign performance and goals
 - Maintain accurate tracking and reporting for all paid media campaigns, providing regular reports to the team
 - Use analytics tools to identify trends, insights, and opportunities for growth
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WHAT WE'RE LOOKING FOR

- 2+ years of experience managing paid search and paid social campaigns

- A curious mindset, willing to look at performance beyond face value and always question what we are doing
 - Strong understanding of incrementality and attribution a plus, ideally with experience in marketing a product with a long or complex customer journey
 - Proficiency in Google Ads, Microsoft Ads, and Meta Ads platforms
 - Excellent analytical skills and experience with data analysis and reporting tools
 - Ability to work independently and as part of a collaborative team.
 - Passion for furniture, design, and sustainability is a plus
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At Love Your Home, we're dedicated to designing and crafting comfy sofas, armchairs, beds and mattresses that are handmade to the highest quality, with enormous importance placed on material provenance, longevity and sustainability.

A founder-led, boutique business, Love Your Home was set up in 2008 by industry expert Leigh Harmer. Based nowadays, in our 17th Century Barn in the picturesque Surrey countryside we introduce our customers to furniture that is both stunningly beautiful and inherently robust, even in the face of family life. We make everything to order, to our customers exact specification so it suits their home perfectly. We're looking for talented people to help us on our journey to the next level.

To apply please contact: careers@love-your-home.co.uk please submit your CV and a Cover Letter outlining their relevant experience and vision for the role as we expand our team.

If you have not heard from us in 2 weeks, then unfortunately, on this occasion you have not been successful.