

Performance Media Specialist

Company	Moorepay Ltd.
Place of work	Swinton, Greater Manchester (hybrid)
Team	Marketing
Reports to	Head of Performance Marketing
Contract type	Permanent, full-time
Hours p/w	37.5
Start	November 2026, or as soon as your notice allows

The role

Moorepay is an Apax-backed payroll and HR software business, part of Zellis Group, growing and building the marketing engine to grow faster. As Performance Media Specialist, you'll be our hands-on paid media expert, owning the day-to-day execution and optimisation of our paid campaigns across Google Ads and Microsoft Ads, with LinkedIn and Meta also forming part of the mix.

You'll own day-to-day paid media execution, with a relentless focus on cost per accepted lead by line and company size, and the share of leads coming from businesses with fifty or more employees. You'll manage campaigns within agreed stop rules, maintain a clear campaign log, and reconcile performance against the platforms' own reporting each month.

What you will own

- Own paid media SAL volume from our core ICP, delivering against agreed monthly targets at or below our cost-per-SAL ceiling.
- Bring paid-media execution in-house, taking ownership from our agency and establishing the account structures, operating rhythms and optimisation discipline needed to run it internally.
- Turn our channel strategy into effective campaigns, optimising within agreed budgets, caps and stop rules, and recommending where those guardrails should change.
- Build a continuous testing approach across targeting, bidding, messaging, formats and creative to identify opportunities to improve performance.
- Know where our paid media investment is going and what it's producing, using platform and funnel data to clearly explain what's working, what isn't and where we should act.
- Write and test compelling ad copy and develop strong creative briefs, working with our in-house content and creative teams to bring campaigns to life.
- Work closely with the Growth Marketing Manager to identify landing-page and conversion opportunities, bringing paid media insight into how we improve the end-to-end journey.
- Close the loop between media and lead quality, working with Marketing Operations to feed accepted leads back into the platforms as offline conversions and improve optimisation towards the outcomes that matter.

Who you are

- You're an experienced, hands-on paid media specialist who is comfortable owning meaningful budgets and making optimisation decisions independently.
- You have deep practical experience with Google Ads and Microsoft Ads, ideally alongside experience of LinkedIn and Meta.
- You understand how paid media contributes to a B2B funnel and care more about qualified leads and pipeline than clicks, CTRs or platform conversion numbers.
- You're commercially minded, analytical and confident using data to decide where to optimise, test or change course.
- You're comfortable getting under the bonnet of existing accounts, challenging established approaches and improving how things are structured.
- You can identify where tracking, measurement or data needs to improve and clearly articulate what you need from others to solve it.
- You're proactive, curious and comfortable being the paid media expert in the room.

You must have the right to work in the UK.

First 90 days

30 days: Take control of the accounts, understand existing performance and agree the optimisation priorities, caps and stop rules.

60 days: Complete the transition of paid execution in-house, with campaign logs, reporting and optimisation rhythms established.

90 days: Have accepted-lead offline conversion feedback operating with Marketing Operations and be actively optimising towards core-ICP SAL volume and cost per SAL, rather than lead volume alone.

Why you should join us at Moorepay

We're passionate about making Moorepay a fantastic place to work for every single one of our 500 team members across the UK and India. The average service length at Moorepay is 12 years, which goes to show how much our colleagues enjoy working here.

To help make Moorepay a fantastic place to work, we focus on three things in our company culture: mental health support, a healthy work/life balance, and equal opportunities and inclusion for all.

Here's what you'll gain if you join our team:

- A career packed with opportunity, in a stable and growing company
- A choose-your-own benefits package, with benefits such as insurance, discounts, holiday trading and much more
- A comprehensive programme of learning and development
- Generous pension contributions
- A competitive salary, often with performance-related bonuses