# Advertising and Insights Manager (UK & ROI)

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| Job title | Advertising and Insights Manager | Job family | Marketing – Brand & Product |
| **Grade** | TBC | **Reports to** | Director of Brand and Product Marketing |
| **Location** | Hybrid | **Team size** | None |

| About the role: |
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| The Advertising Manager sits within the Brand and Product Marketing team, that forms one of the four pillars of marketing (**Brand**, Product Marketing, Demand generation and Marketing operations). It is part of the Zellis BU marketing team.  This role drives our digital marketing initiatives and accelerates pipeline growth. You will orchestrate multi-channel advertising campaigns across platforms like LinkedIn, Google Ads, and industry-specific networks to reach enterprise HR and Payroll decision-makers. The role must work alongside brand and event marketing so we can understand how advertising cohesively works with those efforts and adds to it, elevating our combined efforts. It is necessary that this role analyses advertising performance regularly offering insights as to how to elevate advertising as a key part of marketing team efforts. You will be asked to provide data and insights regularly and to optimise campaign performance and ROI. This role must collaborate closely with other marketing teams to create compelling ad creative that resonates with C suite and technical buyers, while managing advertising budgets and reporting on key metrics including MQL generation, conversion rates, and customer acquisition costs. This position requires both strategic thinking and hands-on tactical expertise in digital advertising tools and best practices. |
| **Role accountabilities and responsibilities:** |
| **In this role your key responsibilities will be:**   * Develop, execute, manage and optimise comprehensive advertising strategies and campaigns across multiple channels (LinkedIn, Google Ads, programmatic platforms, and industry-specific networks) * Partner with content and product marketing teams to create compelling ad creative and messaging that drives qualified lead generation and pipeline growth * Implement and maintain robust tracking and attribution systems to measure campaign effectiveness and ROI across the full customer journey * Analyse performance data and prepare detailed reports on key metrics including CPL, MQL conversion rates, pipeline influence, and customer acquisition costs * Stay current with digital advertising best practices and emerging technologies to continuously improve advertising performance * Lead A/B testing of ad creative, copy, and landing pages to maximise conversion rates and campaign effectiveness * Manage relationships with advertising platforms, media partners, and agencies while ensuring brand consistency and compliance across all channels   **Essential Skills/behaviours:**   * **Innovative**: Generate creative advertising ideas * **Management**: Inspire and manage the team * **Analytical**: Use data to assess and improve advertising * **Communicative**: Clearly articulate ideas to stakeholders * **Adaptive**: Stay updated with advertising trends. * **Collaborative**: Work well with cross-functional teams * **Detail-Oriented**: Ensure high-quality, accurate content   **Critical competencies:**   * **Strategic Thinking**: Ability to develop and execute effective advertising strategies aligned with business goals. Demonstrate at least 4 major integrated campaigns per year that increase brand awareness by 10% and / or maintained a success rate of 85% or higher based on predetermined objectives * **Creative Direction**: Experience leading the creation of engaging, on-brand campaigns that delivers creative that generates at least 15% above average click-through rates * **Project Management**: Skills to manage multiple (4+) campaigns with 95% on-time delivery and maintains project budget variance within ±5% * **Analytical Skills**: Proficiency in analysing campaign data to optimise performance and can demonstrate how a campaign gained 10% ROI improvements through optimisations. Can demonstrate their use of data dashboard to improve performance * **Budget Management**: Experience managing and optimising annual advertising budgets of over £2m * **Communication**: Excellent written and verbal communication. Can demonstrate delivering successful presentations to senior leadership on advertising strategy and plans * **Digital Expertise**: Knowledge of digital platforms, social media, SEO, SEM, and online marketing trends. Can demonstrate knowledge on digital platforms (Google Ads, Meta, LinkedIn etc.) |
| **Special circumstances / Other requirements e.g. travel requirements, working arrangements etc** |
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| About Zellis Group |
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| We are Zellis Group. The UK and Ireland’s leading provider of HR, pay, reward, analytics and people experiences.  Zellis Group consists of three companies - Zellis, Moorepay and Benefex - who provide services to different customers and have the autonomy to design and deliver products to meet their unique needs. We are three distinct and successful businesses, but there is power as a group.  Our overall purpose is to *power exceptional employee experiences so you and your people do better*.  **Our history**  We have over 50 years of heritage and industry experience – and we’ve been ahead of the curve throughout.  More than half a century ago, we were founded as Peterborough Data Processing. Quite a lot has changed since then – not least our name.  We were acquired by Northgate, becoming NorthgateArinso in 2007 and NGA Human Resources UK and Ireland in 2014, where we were joined by Moorepay. In 2018, the UK and Ireland division was sold to Bain Capital and now we operate as a standalone company.  After acquiring Benefex, we’re now even better equipped to serve the complex needs of our customers.  In September 2020 we launched Zellis HCM Cloud, the exciting next evolution of ResourceLink, our flagship payroll and HR solution.  **We’re proud of our culture**  At Zellis we work hard to create a culture where people want to join, belong to, and be part of a progressive organisation. We’re committed to recruiting and retaining a diverse and inclusive workforce that is representative of the customers we serve and the communities we operate in.  **Our values,** which were defined with input from all of our 2,000 colleagues, are not empty words on a poster. They reflect who we are, and how we operate as a business.  A screenshot of a computer  Description automatically generated |

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