



Title	Activation Executive
Reporting To	Activation Team Leader, Activation Director
Direct Reports	-
Overall Purpose	To be a vital member of one of our specialist Biddable Teams. Providing support to the Team Leader and Account Manager, as well as developing individual knowledge and specific biddable media skills. Helping to execute best practice digital campaigns across paid search, paid social, video and digital display.

## Why ami...

The best way to introduce ourselves is to tell you about the 8 values that make us ami...

### Communication

#### ***We listen well, so we can better understand***

- We are concise and articulate in speech and writing, ensuring our colleagues, partners and clients understand what we are communicating to them
- We think strategically, and can articulate what you are and are not trying to do
- We maintain calm and poise in stressful situations

### Respect

#### ***We treat our people, clients and partners with respect independent of their status or the situation***

- We nurture and embrace differing perspectives to make better decisions
- We are ego-less when searching for and sharing the best ideas
- We make time to help each other and share information openly and proactively

### Innovation

#### ***We use practical and creative thought to find solutions to challenges and problems***

- We challenge the status quo when warranted and suggest better approaches
- We create ideas that deliver and inspire
- We find the time to minimise complexity internally and externally

### Ambition

#### ***We care intensely about our and ami's success***

- We see ourselves as problem solvers and adopt a can do attitude at all times
- We take smart risks
- We do not consider there to be a ceiling to our own or the agency's potential

## Impact

### ***Demonstrate the agency's fundamentals and purpose in all of our output***

- We deliver consistently excellent work which colleagues and clients can rely on
- We focus on delivering results from the outset
- We exhibit action, not procrastination

## Passion

### ***We inspire each other with our quest for excellence***

- We care intensely about our clients' success
- We celebrate wins together
- We are tenacious

## Responsibility

### ***We acknowledge that we are each accountable for our collective success***

- We understand and appreciate the impact of delivering anything other than A-grade work within deadline upon others
- We empower our teams and each other to be our best
- We brief and explain tasks clearly and accurately in order to allow our partners and colleagues to deliver their best

## Authenticity

### ***We understand our purpose as our truth, and practice this within our attitude and behaviour***

- We are decisive and have conviction
- We admit mistakes feely and openly
- We question actions which are inconsistent with our values

## The important bit...

- We offer 25 days annual leave and are shut between Christmas & New Year with a bonus day off for your birthday
- A competitive bonus structure based upon both company and personal performance
- Pension Plan- 4% of annual salary contribution to mandatory pension scheme
- A dedicated culture group within the organisation with the sole intention to ensure a positive working environment for all

## The 3 best things about this role are...

1. Building a solid grounding in the biddable discipline – you'll be executing both brand and performance campaigns across paid search, paid social, video and digital display
2. Working and collaborating on a daily basis with great people across different disciplines- planning, client services, strategy and analytics
3. Comprehensive training - you will receive coaching from senior members of the team and will have plenty of training opportunities

### Principle Accountabilities...

- Support in and aid the execution and implementation of client campaigns
- Work towards being a tactical expert in all major platforms across Paid Search, Paid Social, Display and Video
- Reliable resource for current and past campaign information including goals, targeting, tactics, performance etc.
- Monitor individual campaign performance and flag any concerns in a timely manner
- Support the Team Leader and Account Manager in campaign reporting, monitoring and all aspects of performance

### Additional Responsibilities...

- Leading by example both within the team and across the wider agency
- Take any opportunity to develop knowledge of core performance channels
- Monitor your own efficiency and make improvements and adjustments wherever appropriate

### About you...

- Great attention to detail
- An obsession with ROI and delivering campaigns to target
- Strong verbal and written communication skills
- Basic knowledge of Google Analytics, and a willingness to learn reporting tools
- Developing time management skills
- Ability to work well under pressure and to deadlines
- Enthusiastic and willing to take on new challenges

### How to Apply...

We can't wait to hear from you. Please send us your CV to [info@am-i.com](mailto:info@am-i.com)