



## JOB DESCRIPTION

# SENIOR PAID MEDIA SPECIALIST (PPC)

### About Us

With years of experience in importing and distributing products from all corners of the globe, particularly the vibrant markets of the Far East and China, we've honed our expertise. Our brands cover everything from surf and skate to water sports, outdoor play, and toys, catering to diverse interests. While we specialize in providing affordable options, our commitment to cutting-edge design, quality, and value for money sets us apart. Behind every product is our dedicated in-house design and development team, constantly dreaming up fresh and innovative ideas. We believe that evolving our brands and products is key to our ongoing success. Our clientele includes independent retailers, wholesalers, buying groups, major chain stores, and an ever-expanding network of international distributors. Join us as we continue to spread the joy of leisure across the globe.

### Job Role

This is a fantastic opportunity to join our growing global multi-channel company in Devon. We're looking for a bright, commercial and digitally savvy paid media specialist to help drive performance across multiple brands and channels.

You'll take ownership of paid activity day to day—ideating, launching and optimising campaigns across platforms including Google, Bing, Meta & Amazon. You'll use data and insight to shape strategy, test new ideas and report on performance, becoming the go-to paid media expert for the business.

You'll sit in the eCommerce team, and work closely with our marketing, design and buying teams to help bring our brands to life through compelling copy, strong creative and smart targeting. Your goal? Increase sales and brand visibility through well-planned campaigns and intelligent optimisation.

Who are we? Wilton Bradley specialises in the design, development and supply of consumer products across Sports, Leisure and Toys. We distribute our own branded and licensed products worldwide and represent several global brands in the UK. Our portfolio includes household names such as Lay-Z-Spa, Bestway and Osprey.

### What You'll Be Doing

- Manage day-to-day spend, optimisation and reporting across paid channels including Google & Bing Ads and Amazon AMS.
- Partner with the wider Marketing & eCommerce teams to create engaging ad copy and best-in-class visual assets that drive results.
- Proactively review accounts to spot trends and opportunities, reporting daily KPIs and turning analysis into clear actions.
- Lead campaign ideation, set-up and execution across all paid channels, applying best practice and content excellence as standard.
- Deliver competitor and campaign analysis; identify recommendations and implement improvements.
- Develop and deliver briefs for short-term and seasonal promotions, product launches and always-on activity to meet team KPIs.
- Use customer data and insights to build audiences and deliver the right message to the right people at the right time.
- Produce accurate, digestible reports for the wider business in partnership with the Head of eCommerce.



### **What You'll Be Doing (cont'd)**

- Share insights, new ideas and relevant industry trends with the business.
- Own budget management across the paid mix, driving improved ROAS and reforecasting where needed.
- Adhere to stated policies and procedures relating to Health & Safety and Quality Management
- Any other tasks deemed by the Company to be necessary for the successful completion of the role.

### **What We're Looking For**

#### **Can you?**

- Minimum 2 years' paid media experience (agency or client-side).
- Proven Google Ads experience (essential).
- Knowledge of Facebook/Instagram and Amazon ads (desirable).
- Comfortable managing multiple brands across different categories.
- Strong analytical and reporting skills; confident with Google Analytics and datasets.
- Solid understanding of the digital marketing mix.
- Great eye for detail and design; strong copy sensibilities.
- Excellent organisation and communication skills.
- Good working knowledge of Microsoft Excel.
- Effective time management; flexible with fluctuating workloads.

#### **Are you?**

- Proactive, "can-do" attitude and self-starter mentality.
- Confident working independently and as part of a motivated team.
- Strong interpersonal skills and a sense of humour.
- Flexible approach to working hours during seasonal peaks.

### **Benefits**

The Wilton Bradley Group are a family-owned business committed to supporting our employees in both their professional and personal lives. We offer a range of benefits designed to enhance their well-being and work experience. Employees enjoy an exclusive discount of 40% off online products.

We also provide a competitive company pension with an annual salary exchange opportunity, sick pay, and enhanced maternity and paternity pay. With 33 days of annual holiday, our employees have ample time to recharge and spend with their loved ones. Additionally, we foster a vibrant workplace culture through annual company events and recognition such as long service awards. To promote health and sustainability, we offer a membership of the Healthshield cash back scheme, a Cycle-To-Work scheme after six months of service and provide free on-site parking. Our casual dress code encourages comfort and expression, while our comprehensive induction and training program ensures professional and personal development opportunities for all. Plus, employees can enjoy complimentary tea and coffee to fuel their day.

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For more information, please contact Marianne Clark, Human Resource Assistant:  
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