



Overall responsibility for a team who manage performance, delivery, and client communication for key accounts investing £500,000 media spend per month.

About Rocketeer:

Rocketeer are an insurtech advertising specialist, with headquarters in London and offices in Manchester, Barcelona, New York, Chicago and Cape Town, we are able to service insurance clients on a global scale. To date, we've worked with over 70 clients worldwide, and using our proprietary technology platform, have originated sales for home, auto, health, life and pet insurance.

We are an official Marketing Partner of Facebook, and maintain our proprietary advertising technology stack for the deployment of our clients' campaigns. An average client invests six-figure media budgets with Rocketeer each month.

Rocketeer has built an enviable reputation with clients, with clients scoring us on average 9/10 on performance and service. Both Facebook and the insurance industry regard Rocketeer as being the market leader in this vertical.

We are proud to have built a very open culture, with a flat hierarchy, where the views of all staff are respected.

We are looking for a highly motivated Account Director to join our team of experts located in our Manchester office. Applicants **must** be willing to commute to our Manchester Ancoats office.

Campaign responsibilities:

- Budget management to ensure full budget is deployed without overspends
- Efficiency targets and aims met
- Regular creative refresh made on active ads
- AdHoc analysis and optimisations
- Weekly call preparation and delivery
- Managing audience fatigue, creative refresh/cycling, split testing, and campaign innovation including access to Facebook Alpha and Beta products

Strategic responsibilities:

- Liaise with Facebook on key accounts
- Attend relevant Facebook conferences/training sessions in London and Manchester
- Quarterly Business Review preparation and delivery (UK)
- Quarterly Business Review preparation and delivery (USA and Canada, including stops in cities such as San Francisco, New York, Chicago, Toronto, and Montreal)
- Support long term growth / cross-sell / up-sell for given clients
- Input into the development schedule of our API ads management software that interfaces with Facebook and Instagram
- Sales support as expert input on new business calls
- Weekly reporting to the senior management team
- Develop relationships with key stakeholders across the client organisation
- Position yourself as an extension of the client's marketing team
- Facilitate introductions to new members of our team within each account, driving account performance and ensuring that KPI's are met and exceeded
- Lead strategic campaign planning and deployment
- Take a long-term approach to performance and growth, identifying and facilitating cross/up-sells
- Planning and forecast modelling

What we are looking for:

- 5+ years of online advertising experience. Facebook-specific experience most valuable, but not essential
- High-level Microsoft Excel Skills
- High-level Microsoft PowerPoint skills, and an accomplished presenter
- Clear/concise written and verbal communicator
- Able to liaise directly, and regularly, with clients on projects
- Confident project managing own and client tasks to successful completion
- Experience training and mentoring junior staff
- Proven record of strategic thinking and campaign deployment
- Previous experience of direct line managing staff members

Why you should join Rocketeer:

- Flexible working hours
- Regular training and conference attendance at Facebook's offices
- External training
- 25 days paid holiday
- Clear advancement path for internal promotion
- Ancoats based office with Friday Beers (last Friday of every month) and plenty of free in house activities (yoga, running club, Pool Table, PlayStation).

To apply:

Email us at recruitment@rocketeer.com