



Contribute towards performance, delivery, and reporting for three clients, equalling approximately £500,000 media spend per month. Work closely with more experienced staff, who will provide coaching and guidance.

About Rocketer:

Rocketer 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 Rocketer each month.

Rocketer 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 Rocketer 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 Senior Strategic Account Manager to join our team of experts located in our Manchester office. Applicants **must** be willing to commute to our Manchester Ancoats office.

The Senior Strategic Account Manager will have one direct report.

Campaign responsibilities:

- Budget management to ensure full budget is deployed without overspends
- Efficiency targets and aims met
- Regular creative refresh made on active ads
- Preparation of client weekly reports and accompanying agendas
- Delivery of weekly client calls
- Adhoc analysis and optimisations
- First responder to client queries
- Managing audience fatigue, creative refresh/cycling, split testing, and campaign innovation including access to Facebook Alpha and Beta products
- Strategic recommendations on delivering to client KPI's, creation of robust testing strategies
- Delivery of marketplace and competitor insights
- Making recommendations on improving client performance
- Client communication via both phone and face-to-face meetings
- Liaising with internal teams
- Planning and forecast modelling
- Mentoring and coaching of junior members of staff in order to manage their career development opportunities

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)
- 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

What we are looking for:

- 4+ years of online advertising experience. Facebook-specific experience most valuable, but not essential
- High-level Microsoft Excel skills
- Competent with Microsoft PowerPoint, and subsequent presentation of materials
- Clear/concise written and verbal communicator
- Comfortable liaising 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

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