



## **Realtime Agency – Senior Analyst**

### **Who are Realtime Agency:**

We are a next-generation digital performance media agency. With advancing programmatic technology we now have the ability to optimize the customer journey all the way from initial TV buy through to online purchase. We help businesses transform their digital buying processes to drive cost efficiency and significant growth by providing a new age full funnel media solution.

At the forefront of digital advertising we plan and execute media across audio, search, social, mobile, programmatic (Addressable TV, CTV, DOOH), native, display, SMS and email. Whether the campaign objective is driving brand awareness, lead generation or new customer sales we pride ourselves in being the best at what we do to help our clients succeed, no matter how big or small the goal.

In just 2.5 years, working with the largest brands in the world, Realtime Agency has grown its managed media spend from 30 million in 2020 to 100 million in 2021. Our growth is organic and down to significantly outperforming our client goals through performance and brand expertise. We continue to evolve in order to align with the trends and maintain our status as a front running full-funnel media agency.

Founded only in 2017, Realtime Agency has grown rapidly from 2 people in 2018 to 60 people in 2020! With many new clients on the horizon this is an exciting time to join us on our ambitious journey.

### **Senior analyst responsibilities:**

- Design, manage and execute large-scale paid ads experience on Facebook/Instagram and Google campaigns - Google Adwords will include all their products such as Youtube, GDN, Gmail and Search.
- Implement best practice optimisation processes to client accounts to ensure maximum potential is reached in client performance for results and budget delivery.
- Drive new ideas and execution to improve performance of social and Google campaigns including account structure, bid strategy, creative, ad copy, keyword expansion, audience management landing page optimization
- Execute tests, collect and analyze data, identify trends and insights to maximize performance
- Track, report and analyze website analytics and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Identify and present new opportunities/areas of growth that will help continue the development of the paid channels.

### **Who You Are & What Makes You Qualified:**

- Love making a difference to campaigns performance.
- Degree in business, maths, marketing, engineering, science or similar.
- No.1 requirement is a performance marketing background
- 2+ years of Facebook or SEM experience, performance agency experience preferable.
- Demonstrated ability to manage multiple accounts and projects simultaneously to meet objectives/key deadlines.
- Experience with website and lead analytics (UTM tagging, Google Tag Manager, Salesforce, Google Analytics, Tableau).
- Google certification (Fundamentals), Analytics and Adwords Certifications a plus.
- Outstanding data handling and analytical skills.
- Excellent written and verbal communication skills.
- Working knowledge of Microsoft office products, especially PowerPoint and Excel.
- Well-organized and flexible; able to move from project to project without delay.
- Ability to work independently and as a member of a team.
- A passion for Digital Marketing and learning!
- Strong analytical skills and experience generating SEM reports.

### **What we can offer you:**

- Train you to be the best at performance marketing
- Exposure to high profile, high spending clients and large digital campaigns.
- Bespoke 1-2-1 training across multiple platforms.
- Fast progression routes as the company continues to rapidly grow.
- An excellent bonus scheme.
- The opportunity to one day build and lead your own team.
- A constantly challenging role.
- A fun, friendly working environment!