



**Position:** Digital Media Buyer  
**Location:** Edinburgh

**Reporting to:** Head of Social

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### **Who are we?**

We're The Leith Agency - Scotland's leading creative agency. We're a bunch of creative, digitally-minded, content-loving people working in the heart of 'the world's coolest neighbourhoods' (currently working from our equally cool homes).

We work across a number of formats and disciplines for a bunch of incredible clients, including The Famous Grouse, Glens Vodka and various global Pharma and health clients.

### **Who are we looking for?**

We're on the lookout for a Digital Media Buyer with extensive knowledge of social and digital ad platforms. This new Leither will report to the Head of Social. They'll be a key strategist behind our paid media strategies, ensuring our creative reaches the right people in the right places as cost-effectively as possible for the client. They'll also need to be hands-on with the setup of ads, optimising and reporting, providing learnings for both the client and the wider team. On a daily basis the briefs will vary from a range of different industries. We want the ideal candidate to be able to flex their skillset to cover multiple sectors, always providing the best solutions possible.

### **Key responsibilities**

- **Paid Media Planning:** Identifying target audiences, channel selection, objective selection, setting flight-times, recommending budgets and setting client expectation on media results.
- **Paid Media Implementation:** making sure posts are appropriately supported with paid spend/targeting, tracking and optimizing performance where necessary.
- **Creating Reports:** updating regular reports showing our results, using the agreed template for the client, relating them back to the strategy.

### **The skills and experience you'll need:**

- The ideal candidate will have had at least 3 years of media buying experience on Facebook, Twitter, LinkedIn, Google Display, Search and YouTube.
- Extensive experience running campaigns on TikTok, Snapchat and Pintererst.
- Have a deep understanding of the online marketing landscape, what type of ads do well on each platform, and a curious mind to always want to test new things.
- A complete understanding of campaign metrics, KPIs and tracking capabilities.

- A holistic understanding of the consumer journey from social to digital platforms.
- Have a keen interest in social and digital media and an awareness of the nuances of each platform.
- Excellent organisational skills and an eye for detail
- To be self-motivated and confident working autonomously and in a wider team

**Preferred experience:**

- While not essential, experience of targeting health care professionals would be valuable

**What's in it for you?**

- Not to blow our own trumpet, but you'll get to work at an award-winning agency with smart people who have a huge variety of skills
- A nice, airy, kushty office right on The Shore that we hope to see again soon
- Regular, company-wide learning sessions, meetups and talks
- Flexible hours and working from home
- Enhanced maternity/paternity leave and shared parental leave
- Pension plan with employer contributions, healthcare, childcare vouchers
- Charitable giving, volunteering days and subsidised gym membership
- Free tickets to the Zoo

And even despite its best efforts, the Coronavirus pandemic hasn't stopped us. We're still committed to offering our usual office activities remotely:

- Social events throughout the year
- Social drinks and games every Friday

**Contact:** [jobs@leith.co.uk](mailto:jobs@leith.co.uk)

**Website:** <https://leith.co.uk>