

XICOIA

Job Title: Paid Media Manager

Location: Remote / Hybrid

Duration: Full-time

Start Date: ASAP

Compensation: DOE

About XICOIA

XICOIA is an AI-driven creative studio, media representation company, and the team behind Tilly Norwood, “the first AI personality to feel like a genuine breakout talent.” We develop original entertainment formats, digital characters, scripted series, and cutting-edge content that blends human creativity with emerging technology, bringing forward the next generation of storytelling.

About the Role

We’re looking for a **Paid Media Manager** with proven experience running high-growth digital campaigns, ideally within the creative, media, entertainment or content space.

You will be responsible for managing paid media activity across platforms including **Google Ads, TikTok Ads Manager, Meta Business Suite and LinkedIn Campaign Manager**, with a clear focus on performance, efficiency and contribution to wider company revenue goals.

Alongside campaign ownership, you will bring strong project management capability. You will help organise timelines, coordinate stakeholders, manage asset delivery and ensure campaigns are properly planned, launched and reviewed. The role requires someone who is analytical, numerate, proactive and highly organised, with the confidence to work across both strategy and day-to-day execution.

What You’ll Be Doing

Paid Media & Performance Marketing

- Plan, launch, manage and optimise paid media campaigns across **Google Ads, TikTok Ads Manager, Meta Business Suite, LinkedIn Campaign Manager** and other relevant platforms.
- Build and manage campaigns with a clear understanding of targeting, audience segmentation, bidding strategies, creative testing and conversion goals.
- Monitor campaign performance closely, analyse results and make data-driven decisions to improve effectiveness and return on investment.
- Develop testing frameworks across audience, messaging, format and creative to improve engagement and scale performance.
- Manage paid media budgets carefully, ensuring efficient spend and strong commercial outcomes.
- Track and report on key metrics including reach, CTR, CPC, CPA, conversion performance and overall campaign effectiveness.
- Use tools such as **Google Analytics** and other analytics platforms to identify trends, measure success and generate actionable insights.
- Ensure paid media activity is aligned with wider business and revenue goals, not just platform-level performance.

Strategy & Growth

- Translate marketing objectives into clear paid media strategies that support growth.
- Understand what drives audience engagement, conversion and commercial performance across different channels.
- Contribute strategic thinking around campaign structure, budget allocation and platform mix.
- Work closely with internal teams to ensure paid media supports broader brand, content and commercial priorities.
- Identify opportunities for future growth, improved efficiency and stronger performance across campaigns.

Project Management & Campaign Delivery

- Manage campaign timelines, schedules and delivery processes from briefing through to launch and reporting.
- Coordinate with creatives, editors, producers, technologists and external partners to ensure assets are delivered on time and to the right specifications.
- Keep multiple workstreams organised, ensuring dependencies, deadlines and approvals are clearly managed.
- Bring structure and clarity to fast-moving projects, helping teams stay aligned and accountable.
- Identify bottlenecks, flag risks early and help solve operational issues before they affect delivery.
- Support high-volume, iterative content and campaign workflows with strong organisation

and process discipline.

- Use project management tools such as **Asana** to track progress and keep teams moving.

AI, Systems & Workflow Improvement

- Engage with AI-driven workflows and contribute to thinking around how AI can improve campaign performance, reporting and internal ways of working.
 - Help shape smarter systems for managing creative production, paid media workflows and growth operations over time.
 - Stay curious about emerging tools and technologies relevant to media, marketing and production.
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What We're Looking For

- **3–5+ years' experience** in paid media, performance marketing, growth marketing or similar digital marketing roles.
- Proven experience running **high-growth digital marketing campaigns** with measurable results.
- Strong hands-on platform expertise across **Google Ads, TikTok Ads Manager, Meta Business Suite and LinkedIn Campaign Manager**.
- Strong analytical skills, with the ability to interpret data, identify trends and make data-driven decisions.
- Experience using **Google Analytics** and other analytics/reporting tools.
- Good understanding of performance metrics and confidence working with numbers, budgets and campaign reporting.
- Ability to connect paid media strategy to wider business objectives and company revenue goals.
- Strong written and verbal communication skills, including the ability to communicate results clearly.
- Excellent organisation and project management skills, with the ability to manage timelines, assets, stakeholders and multiple parallel campaigns.
- Experience using project management tools such as **Asana**.
- Confident working across both hands-on campaign execution and wider cross-functional coordination.
- Proactive, solutions-focused and comfortable taking ownership.
- Interest in AI tools and emerging technologies, with curiosity about how they can improve both performance marketing and workflows.

Please contact hire@xicoitalent.com for any questions or if you require any accessible adjustments to the application process.

