

Advertising Executive

Reporting to: Director, Advertising.

Purpose of the Role

The Advertising Executive plays a key role in supporting the successful delivery of recruitment advertising campaigns for clients. Working closely with the Director, media partners, and clients, the postholder will coordinate advertising activity, support campaign execution, monitor performance, and help ensure an outstanding client experience.

This is an excellent opportunity for someone looking to develop a career in recruitment advertising, media planning, client services, or talent attraction and developing a career supporting charities and the not-for-profit sector.

Key Responsibilities

Advertising Campaign Delivery

- Coordinate the delivery of recruitment advertising campaigns across job boards, social media, digital media, and specialist platforms.
- Manage advert bookings and campaign schedules, ensuring all deadlines are met.
- Liaise with media suppliers to secure advertising placements and resolve queries.
- Monitor live campaigns and provide updates to clients and colleagues.
- Ensure vacancies are removed or amended when required.

Client Support

- Support the Director in delivering a high-quality service to clients.
- Build positive relationships with clients through timely communication and responsiveness.
- Assist with vacancy briefings and gather campaign requirements.
- Respond to client enquiries relating to advertising campaigns and media schedules.

Media Planning & Research

- Research relevant advertising channels and audiences.
- Support the preparation of media recommendations and advertising proposals.
- Maintain awareness of recruitment market trends and emerging recruitment technologies.
- Assist in identifying cost-effective advertising solutions for clients.

Copywriting & Advertising Optimisation

- Draft and proofread recruitment advertisements.
- Optimise advert copy for candidate attraction and online visibility.
- Assist with the creation of social media and digital advertising content.

- Ensure advertising aligns with client branding and best practice.
- Produce campaign performance reports.

Administration, Reporting & Analysis

- Produce campaign performance reports.
- Track advertising response rates and key metrics.
- Support the team in analysing campaign effectiveness and identifying improvements.
- Maintain accurate records within internal systems.
- Process advertising bookings and supplier invoices.

Person Specification

Essential

- Previous experience working in advertising, marketing, media or communications.
- Strong presentation and relationship-building abilities.
- Interest in recruitment advertising and talent attraction.
- Experience coordinating multiple projects and meeting deadlines.
- Experience liaising with clients, suppliers, or internal stakeholders
- Ability to learn and use effectively internal database and CRM systems

Desirable

- Understanding of advertising principles and campaign management.
- Familiarity with advertising and marketing platforms such as Google Ads, Meta Ads, or CRM systems.

Prospectus Benefits

- Annual leave allowance for full-time staff: 28 days plus statutory holidays, rising to 30 days after 2 years of service and 35 days after 5 years.
- Access to a share option scheme.
- Access to Worklife Employee Assistance Programme – a free 24hr confidential information, support & counselling service.
- Employee ‘perk service’ – discounts across retail, restaurants, and entertainment venues.
- Pension fund with matched company contribution.
- 6 days volunteering in company time.
- Access to a bike loan scheme.
- Employee loan scheme.
- Free eye test.