

Job Title	Performance Media Executive	Function/ Region	Marketing/Group
Reports To	Performance Media Manager	Band	3
Location	London or any centre location		

Our Mission

‘To create the finest retail experiences.’

Our Purpose

‘Making the extraordinary possible’

Purpose

As a key member of the central marketing team, the Performance Media Executive supports the implementation, coordination, optimisation and reporting of digital media campaigns across McArthurGlen's markets.

Working closely with the Performance Media Manager, Media Planning Manager, Regional Marketing teams and external media agency partners, the role helps ensure campaigns are well executed, measurable and aligned to channel, brand and commercial objectives.

This role supports McArthurGlen's ambition to build a world-class Marketing team by contributing to consistent, insight-led media activity across markets.

Key Responsibilities

Campaign Execution & Optimisation

- Support day-to-day execution of digital performance campaigns across platforms including Google Ads, Meta, Pinterest and TikTok
- Monitor campaign tagging, tracking and measurement using tools such as Google Tag Manager 360, Campaign Manager 360 and Google Search Console
- Support A/B testing and performance analysis to help optimise campaign effectiveness

Campaign Tracking, Reporting & Analysis

- Track and report on campaign performance using tools including Google Analytics 360, Campaign Manager 360 and Salesforce Marketing Intelligence
- Create and maintain reporting dashboards and documentation to support post-campaign evaluations
- Highlight actionable insights and contribute to performance reviews and campaign adjustments

Cross-Functional Collaboration & Agency Coordination

- Liaise with internal teams including CRM, IT and Website to troubleshoot technical campaign issues linked to performance, tracking or reporting
- Support the Performance Media Manager, Media Planning Manager and regional marketing stakeholders in coordinating media agencies across Europe
- Help ensure regional plans align with central strategies and are executed with precision and consistency
- Maintain digital listings and business profiles on platforms such as Google Business Profile and Apple Business Connect

Best Practice, Innovation & Excellent Execution

- Stay current on digital media trends and share relevant insights to enhance strategies and tactics
- Contribute to briefing processes and documentation to support alignment across markets and partners
- Review regional media plans and content to identify best practice, synergies and improvement opportunities

Skills & Experience

Insight & Judgement

- Analytical thinking and data literacy to interpret campaign performance, research and market insights
- Problem solving to identify tracking, reporting or performance issues and support practical solutions
- Sound judgement when highlighting risks and recommending improvements

Communication & Influence

- Clear verbal and written communication with internal teams, regional stakeholders and agency partners
- Active listening to understand campaign requirements, technical issues and market needs
- Ability to explain performance updates and optimisation opportunities in a practical way

Collaboration & Inclusion

- Teamwork and relationship building across central, regional and external agency teams
- Stakeholder management to support alignment across CRM, IT, Website, Regional Marketing and media partners
- Inclusive approach, valuing different perspectives and contributing to a positive team environment

Delivery & Performance

- Planning and prioritisation to coordinate multiple campaigns, deadlines and stakeholders
- Project management and attention to detail to support high-quality execution, tracking and reporting
- Results orientation and accountability, with a focus on follow-through
- Process improvement mindset to support consistent ways of working across briefing, media planning and optimisation

Learning & Future Readiness

- Curiosity and growth mindset, staying up to date with digital media trends and emerging best practice
- Learning agility and adaptability to respond to changing campaign needs, tools and ways of working
- Initiative to identify opportunities to improve campaign performance and processes

Technical Skills / Functional Knowledge

- Knowledge of digital paid media channels and how they support media plans and commercial outcomes
- Working knowledge of MarTech and ad tech platforms including Google Analytics 360, Google Tag Manager 360, Campaign Manager 360, Google Search Console and Salesforce Marketing Intelligence
- Hands-on experience with paid media platforms such as Google Ads, Meta Business Manager and TikTok Ads Manager
- Confident working with campaign data to identify trends, insights and optimisation opportunities
- Proficiency in tools such as Trello and DoubleVerify
- Commercial awareness of how performance media supports centre, regional and business objectives

Requirements

- 2–3 years' experience in digital media operations, campaign execution or agency coordination
- Experience supporting digital performance campaigns across platforms such as Google Ads, Meta, Pinterest and TikTok
- Experience creating or maintaining campaign reports, dashboards or post-campaign documentation
- Fluent in English

Desirable

- Familiarity with retail or multi-market campaigns
- European market experience
- Additional languages such as Italian, German or French

Our Success Framework



McArthurGlen, an Extraordinary Experience for Everyone.

At McArthurGlen we value the diversity of our people.

We celebrate difference and believe that everyone is extraordinary.

We are committed to building a culture where our opinions and contributions are listened to and respected and anyone can be themselves.

We learn and grow together, we all belong.