



Paid Media Performance Manager

Location: Derby / Hybrid

Reports to: Marketing Manager

Salary: £30,000

About the role:

We are looking for a highly motivated and data-driven Paid Media & Affiliate Manager to own and scale our affiliate partnerships, PPC campaigns, and paid social activity **across multiple brands** within our portfolio. A key focus of this role will be on growing and promoting our **sports bra ranges and fitting services**, while also managing campaigns for other product categories and brands.

This is a fantastic opportunity to work across diverse audiences and markets, driving acquisition and revenue growth through performance-based channels. You'll be working closely with the wider marketing team to deliver integrated campaigns that drive awareness, acquisition, and revenue growth.

Key Responsibilities:

Affiliate Marketing

- Audit and analyse our current affiliate performance to identify quick wins, missed opportunities and how we can scale this channel
- Manage and grow affiliate programs (primarily on **Awin**) across multiple brands
- Recruit, onboard, and maintain relationships with affiliate partners
- Negotiate commission structures and promotional opportunities
- Track performance, optimise placements, and ensure compliance with brand guidelines

Paid Search (PPC)

- Develop and execute Google Ads campaigns across our brand portfolio
- Conduct keyword research, audience targeting, and ad copy testing
- Optimise campaigns for conversions and ROAS
- Accurately track performance

Paid Social (Meta)

- Create, launch, and manage campaigns across Meta Ads Manager
- Work with the marketing team to develop compelling ad creatives and copy
- Propose budgets for campaigns, monitor spend and analyse performance to identify areas for improvement and proactively recommend optimisations



- Continuously test different audience targeting, creative formats, messaging, and CTAs to identify what resonates with each audience/brand

Requirements

- 2+ years of experience managing PPC, paid social campaigns and affiliate programs
- Proven experience using the Awin platform, Meta, Google Ads, Google Shopping and Microsoft Ads
- Excellent analytical skills with the ability to make data-driven decisions
- Comfortable working across multiple brands, so organisation is key

Desirables

- Experience with TikTok Ads, LinkedIn Ads, or other emerging channels

About Us

At **boobydoo**, we are the UK's Sports Bra Experts, helping women **exercise without limits** by providing the best support possible. With **over 20 years of expertise**, we offer the **widest range of sizes and styles** in the UK.

Our mission? **To help every active woman find her perfect sports bra.** We've already fitted **over 200,000 women**—and we're just getting started!

We work with:

- ✦ **Paralympic sports teams**
- ✦ **Premier League & International Sports Teams**
- ✦ **National Governing Bodies**
- ✦ **The Ministry of Defence**

We're always looking for **ambitious, energetic people** who share our passion for **women's sport and breast health**.

What we offer

- Hybrid working role – 2 days working in our Derby office
- Option for this to be a part-time position – 3 days per week
- Regular company socials

How to Apply

Interested? We'd love to hear from you! Please send your **CV and cover letter** to charly@boobydoo.co.uk.