

Business Name: Novoferm UK

Intelligent Door Solutions

Job Title: Senior Paid Ads Manager

Pay: Depending on experience

Location: Luton

Job Description:

Shape the future of paid acquisition at Novoferm

Novoferm is one of Europe's leading system suppliers of garage doors, doors, frames and operators. With more than 3,000 colleagues and a heritage dating back to 1955, we combine established expertise with ambitious plans for growth.

As part of the global Sanwa Group, we're accelerating in our digital capability and looking for an experienced Senior Paid Ads Manager to take ownership of our UK paid acquisition strategy and turn media investment into measurable commercial growth.

The opportunity

Reporting to the Group Marketing Director, you'll take ownership of paid media across Google, Microsoft and Meta – shaping strategy, driving performance and influencing where we invest to support growth.

This role is based at our Luton head office, with one day per week working from home.

Key Responsibilities:

- **Own and lead our paid acquisition strategy** across Google Ads, Microsoft/Bing and Meta, aligned with wider business growth objectives.
- **Plan, launch and optimise multi-channel campaigns** across Search, Display, YouTube, Performance Max, Facebook and Instagram.
- **Manage paid media budgets and performance**, delivering against key commercial targets including lead volume, CPL, CPA, ROAS and booked surveys.
- **Develop full-funnel strategies** across prospecting, retargeting and conversion, using testing and data to continuously improve performance.
- **Drive improvements across the customer journey**, working closely with Marketing and Sales to improve lead quality and conversion.
- **Own tracking, attribution and reporting**, including conversion tracking, offline conversions and CRM integration, turning data into clear commercial insights.
- **Identify opportunities to improve and scale paid acquisition**, bringing new ideas, platform developments and recommendations to the Group Marketing Director and wider stakeholders.

Essential requirements:

- 6+ years' paid media experience across Google Ads, Microsoft/Bing and Meta, managing substantial multi-channel budgets.
- Strong knowledge of GA4, conversion tracking, attribution and reporting, with experience delivering against CPL, CPA and ROAS targets.
- A data-driven approach with a strong track record of testing and optimisation.
- Confidence communicating strategy, performance and recommendations to stakeholders.
- The ability to combine strategic thinking with hands-on campaign management.
- Experience within B2C, home improvement or local services would be an advantage.

What we can offer you:

- Competitive benefits package
- Performance-related bonus scheme
- Employee discount
- Free on-site parking
- Genuine ownership and autonomy within your role
- Direct collaboration with senior leaders
- Career development within an established international Group
- A supportive, collaborative culture where your ideas are valued

Why Novoferm?

You'll be joining an established international business at an exciting stage of growth, with the opportunity to take genuine ownership, bring new ideas and make a visible commercial impact.

Interested? We'd love to hear from you.

At Novoferm, we value different experiences, perspectives and backgrounds. If you're excited about the opportunity but don't meet every requirement listed, we still encourage you to apply.