



VACANCY

Senior Manager of Paid Media

Requirements

- +10 years' experience in marketing, communications or similar
- Experience creating and executing paid campaigns
- Financial Services
- Multi-channel thinking
- Knowledge of paid social networks, ads, Google Ads, etc.
- Highly analytical and organizational
- Strong communication skills and attention to detail
- Growth and continuous improvement mindset

 **Madrid, Barcelona, London**  **Minimum of 10 years experience**



Clarity AI is a high-tech company that uses powerful AI and machine learning to provide clients with the specific information they need to achieve their sustainability goals. Now they are looking for a Senior Manager of Paid Media to take the lead in their global expansion strategy.



ABOUT THE COMPANY

Clarity AI

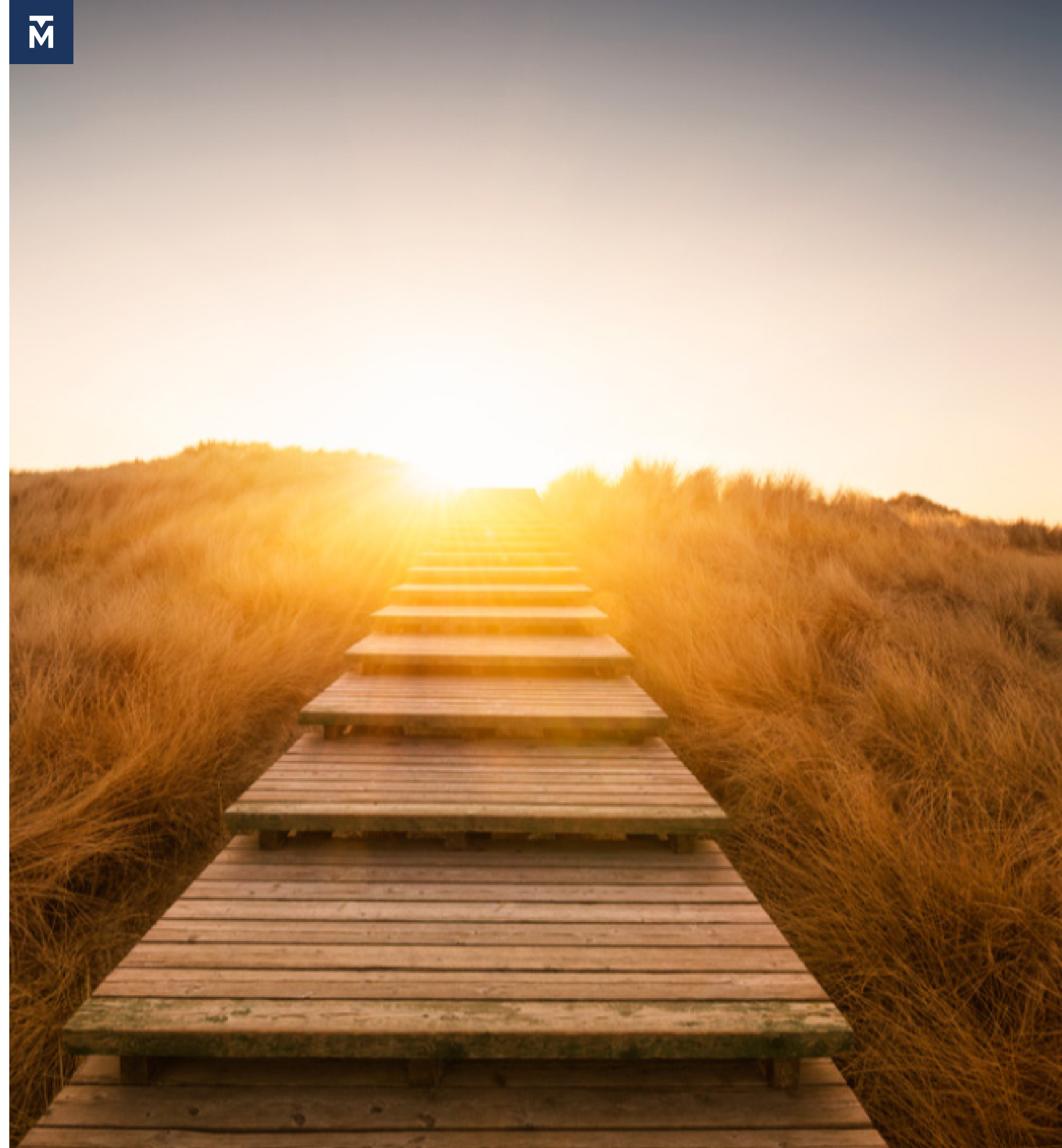
Clarity AI has achieved an almost unprecedented level of success in just a few short years. Founded in 2017, they've enjoyed extensive growth and have become globally recognized and awarded as a technology platform that increases sustainability for companies using their AI and machine learning technology platform.

Their goal is to help any company take the step towards sustainability, and deliver a social impact in their markets. Clarity AI's sustainability platform enhances decision-making knowledge in the financial market while focusing on protecting environment. This gives clients broader coverage and deeper, more detailed data, while creating the opportunity to pause, check, and ensure they are working in the right direction. Clarity AI's comprehensive monitoring helps companies achieve a more sustainable future through their cutting-edge technology.

Clarity AI has powerful, scalable AI that learns thousands of data points, performs reliability checks and runs estimation models at scale. This helps create coverage in a market of more than 70,000 companies or 430,000 funds. Its sustainability technology kit is fully customizable, while showing clear scores and granting access to full granularity of all data.



In addition, their team of specialists include global experts in sustainability and data science who innovate, create, deploy, and maintain the tools and scores. This enables Clarity AI to assess, analyze and report on all things sustainability. It has more than 300 professionals in teams in Spain, the UK and the US and is backed by strategic partners such as SoftBank, BlackRock and Deutsche Börse.





VACANCY

Senior Manager of Paid Media

This position offers the opportunity to define and drive the company's paid media strategy and analytics. The new Senior Manager of Paid Media will oversee the strategy, management, and delivery of paid media activities across Clarity AI to support its business objectives. They will guide product owners on paid campaigns and lead an internal team to create and execute these campaigns to engage target audiences through paid channels.

The main channels Senior Manager will work with are paid and organic search, webinars, events, and email marketing campaigns. This role should have extensive experience in developing and implementing paid campaigns that attract qualified leads, conversion, and enhance the sales pipeline. They will also be responsible for website strategy, performance optimization and SEO. This role works closely with the Sales Team and is the senior point of contact for the Content Marketing and Creative Team. To succeed, they can offer proven experience in delivering campaigns of this type with measurable results, and the necessary skills to successfully guide all parties in the process.



Clarity AI values continuous learning, which is why they designate an annual budget for training and professional growth. They also promote work-life balance through flexible working hours, remote working options, and premium health insurance. In essence, they provide everything the new Senior Manager of Paid Media needs to take their work to the next level. ■

Interested? Clarity AI is working with Top of Minds to fill this vacancy. To express your interest, please contact Ana Moya Morales at anamoyamorales@topofminds.com.

