



OMNICOMMEDIAGROUP (IRELAND)

LIMITED



#JOB-2468270



40 Mespil Road, Dublin 4, D04 C2N4



No of positions : 1



Paid Position



37.5 hours per week



38000.00 Euro Annually



09/09/2026



07/10/2026

How to apply

Application Method :

Not available



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Performance Strategy Manager

Application Details

In order to work in Ireland a non-EEA National, unless they are exempted, must hold a valid employment permit. Please review the [Eligibility and requirements for an employment permit](#) if you are unsure of your eligibility to apply for this vacancy.

Job Description

We are looking for a curious and analytically driven Manager to join our Performance Strategy team (Perform) and play a key role in delivering performance strategy across a portfolio of clients.

Monitor the performance of live campaigns delivered by the Activation team daily, tracking progress against agreed KPIs and flagging deviations to leadership promptly.

Identify trends, anomalies, and optimisation opportunities from live campaigns data and escalate with clear supporting evidence and context.

Prepare structured optimisation notes and recommendations to be fed back through the Senior Manager.

Escalate any delivery concerns (i.e. misaligned targeting, pacing issues, creative discrepancies) to the Senior Manager promptly.

Produce regular performance reports for clients and internal stakeholders, ensuring accuracy and timelines.

Generate insights-led output from campaign data that go beyond the numbers.

Maintain and update client dashboards and trackers on an ongoing basis.

Contribute to PCA's and document key learnings for future planning cycle.

Support the Senior Manager in day-to-day client communications, responding to BAU queries accurately and professionally.

Contribute to and present client-facing reports and performance updates, developing confidence and clarity in communicating data-driven insights to clients over time.

Develop strong working relationships with client contacts at an appropriate level.

Represent the team professionally in client calls and meetings, with growing confidence over time.

Support the Senior Manager in developing test-and-learn frameworks across creative, audience, and bidding strategies to be briefed to and executed by the Activation team.

Stay current with platform updates, new features, and channel best practices and share relevant learnings with the team.

Propose test opportunities to the Senior Manager that could improve campaign performance,

grounded in data from live activity.

Follow established team processes and quality standards for all campaign work.

Maintain accurate and up-to-date documentation across all active client accounts.

Support the Senior Manager in ensuring the team's admin and operational hygiene is consistently maintained.

Contribute positively to team culture, showing a proactive and solutions-focused attitude.

EXPERIENCE & QUALIFICATIONS

2 years of experience in performance or digital marketing, ideally within a media agency.

Masters degree in Marketing/ Digital Marketing or equivalent

Familiarity with paid media platforms (Google ads, Meta, DV360, etc.) at a reading and reporting level, sufficient to interpret performance data and assess delivery quality.

Strong understanding of performance metrics across paid channels and how they relate to business outcomes.

Proficiency in Excel and exposure to reporting/dashboarding tools.

Familiarity with analytics platforms such as GA4 for performance validation and reporting.

- This vacancy is suitable for Remote/Blended working
- **Sector:** professional, scientific and technical activities

Career Level

- Managerial