

The new paid media team

Roles, responsibilities and skills in an AI-driven environment

01

Direction & Governance

Roles

Head of Performance Media, Senior Media Strategist, Commercial Media Lead

Owns

Commercial intent, risk appetite, and cross-functional governance with trading/finance.

Key Skills

Commercial fluency, stakeholder influence, uncertainty management.

02

Evidence & Measurement

Roles

Measurement Lead, Analytics Specialist, Experimentation Capability

Owns

Designing evidence for business action. Causal understanding and incrementality.

Key Skills

Causal thinking, commercial framing of data, cross-functional credibility.

03

Orchestration & Deployment

Roles

Performance Media Manager, Channel Specialist, Platform & Partner Liaison

Owns

Translating intent into system inputs. Managing guardrails and system behavior.

Key Skills

Platform literacy, AI behavior, system translation, partner management.

External & hybrid:

Creative, specialist analytics, and agency challenge are deliberately external by design to provide perspective without dependency.