

## **Paid Media Specialist - Marketing**

### Role Summary

The Paid Media Analyst is responsible for creating new campaigns, optimizing investment, preparing reports and developing landing pages and keyword copy in pursuit of performance goals. Works with the team to ensure that social media campaigns across platforms such as Facebook, Instagram, LinkedIn, or Snap chat optimize their performance.

### Responsibilities

- ☑ **Define goals for campaigns, audiences, strategies and tactics**, messages, creativity, runtime and performance measurement
- ☑ **Make changes to campaigns** when needed
- ☑ **Manage campaign costs, estimate monthly costs, and reconcile budget differences**
- ☑ **Report campaign performance** and assess against goals
- ☑ **Perform QA frequently to minimize errors** in accounts and campaigns
- ☑ **Run tests, collect and analyze data**, identify trends and learnings to get the highest return on investment in social networks and other digital campaigns
- ☑ **Works with internal and external resources** to run and improve campaigns
- ☑ **Identify new digital platforms to advertise**, to maximize return on investment in digital campaigns
- ☑ **Create and understand the implementation of pixels and utmcodes**

### Requirements

#### **Work Experience**

- I. Experience running and optimizing Display campaigns
- II. Ideally has experience in Agile Development and convenience to work on iterative processes

#### **Education**

- I. AdWords certification (non-exclusive)
- II. Marketing or related training (preferred, not exclusive)

#### **Required Skills & competencies**

- I. Ability to take multiple tasks simultaneously and work with deadlines
- II. Ability to interact with different levels of the organization
- III. High degree of professionalism and attention to detail
- IV. Knowledge of Facebook for Business and Google Analytics
- V. Experience with bid management and A/B testing tools