

Our company's focus is on driving personal connections through integrated and data-driven digital strategies, inspiring action, and producing measurable results. And we're good at it.

We're a small team, but we pack a powerful punch when it comes to skill. So, admittedly, everyone pulls their weight and then some. We want someone who isn't afraid to roll up their sleeves, tackle the unexpected, pitch in where needed, and hit the ground running. For this position, a positive, friendly attitude is required, as is a high regard for quality and responsibility.

This full-time position, Monday through Friday, 8:30am to 5:30pm.

We've got great clients, for whom we love delivering great results! So, if you think you match what we're looking for and you want to be part of an engaging, dynamic team, we'd love to hear from you!

Position: Digital Advertising Specialist

Role:

The role of this position is to manage our clients advertising budgets for Paid Social and oversee the execution and management of our SEO services.

Responsibilities:

- **Managing Paid Social Campaigns:** We have an array of clients in the eCommerce industry, and this position will be focused on managing campaigns for these clients to get direct sales using Facebook and Instagram. Your job will be to work on establishing good messaging, implementation of the campaigns and on-going management to ensure we are getting the best ROAS for our clients.
- **Creation of strategy:** You will be working with our head of digital on the development of strategy for our clients. Which will include the best understanding of how to allocate the clients budget for the best results.
- **Running retargeting programs:** You will be responsible for executing highly planned out retargeting and dynamic retargeting strategies for our clients. This will include managing product feeds for our eCommerce clients.
- **Managing SEO:** We have a very unique approach to our SEO services for our clients. Your role for this service will be to work with our Head of Digital to execute our system and manage the day-to-day tasks of all campaigns and SEO projects.
- **Reporting and analytics:** Its required that you will provide a report for each client on the performance of your campaigns for our clients on a monthly basis. This will include your insights and recommendations for future campaigns.
- **Digital Marketing:** requires staying up-to-date on digital platforms and other opportunities, along with analyzing new trends.
- **Client communication:** You will translate a deep understanding of the value of our solutions into positive action for customers. You clearly communicate service recommendations that are in alignment with best practices and are contextualizing the strategy behind them.
- **Writing and Communication:** In this position you may be asked to create messaging for our clients Paid Social Ads and therefore, having experience in developing simple and affective messaging is important.
- **Creativity:** forward thinking, considerate, able to tell stories in an impactful way.

- **Time Management:** With multiple accounts and channels to manage, requires the ability to manage your own time and others and prioritize strategies and tasks
- **Office Programs:** Familiarity with Project Management software (we currently use Basecamp), Microsoft Office, and Google Docs will be important in day-to-day tasks. Other software including Dropbox, Slack, etc.
- **Attention to Detail:** You must have the ability to communicate with clients, team members, vendors, and other stakeholders in a clear, informative, and concise manner. Always represent the company and yourself well, while ensuring every project member has the necessary information.
- **Research:** With a focus on consumer insights, behavioral data, available tools (including marketing automation), and market forecasts, you must be able to support the delivery of solid messages to clients and team members in an authoritative manner.
- **Project Management:** You will be responsible for managing the on-boarding process

Top Three Qualities of Our Ideal Candidate:

- Experience running Facebook Ad campaigns, and a basic understanding of Search Engine Optimization best practices
- Positive attitude
- Strong work ethic / responsible / dependable
- Superior communication skills – not just in function (telephone, in-person, writing, and editing), but also in form (proactively/responsively, clearly, warmly, etc. as appropriate to the occasion)

Other Qualities:

- Bachelor's degree in Marketing or equivalent.
- A minimum of 3 years of managing Paid Social
- A minimum of 3 years of managing SEO
- Agency Environment Experience
- A love of learning/developing
- Flexible personality
- Must work well both in a team and independently
- Detail-oriented
- Curious about new technology
- independent, self-starter who loves running with things while keeping everyone in the loop
- You enjoy learning & are curious
- Lead and be solutions-orientated. No problem should be addressed, without a proposed solution
- Organized
- Problem-solving skills

Why you will love working here:

- Competitive salary
- Flexible working environment (home and/or office)
- Bring your dog to work day, whenever you want
- Team lunches, activities
- Health and Dental benefits, 401K options, Paid Time Off & Paid Holidays