



Paid Social Media / Digital Media Specialist

Job Description

If you live and breathe digital marketing and have the experience to back up your passion, we want to talk to you ASAP. We are a growing company looking for the right person to support our growing list of clients. Specifically, we are looking for a Paid Social Media Specialist interested in a part-time contractor position to support our paid social media campaigns and other paid digital media efforts. This person will be responsible for support in developing, implementing, tracking, optimizing and reporting for all digital marketing media.

Responsibilities

- Collaborate with team on paid social media initiatives for clients
- Support campaign planning and account managers, as needed
- Create and place media, monitor, optimize, report on all paid social media campaigns
- Measure and report performance on all paid campaigns and assess against ROI and KPI goals
- Identify trends and insights, and optimize spend and performance based on these insights
- Develop appropriate geo-targeting platforms to directly influence appropriate prospective clients based on client needs
- Brainstorm new and creative growth strategies
- Plan, execute and measure experiments and conversion tests
- Collaborate with internal teams and external vendors to create landing pages and optimize user experiences, as needed
- Utilize strong analytical ability to evaluate beginning-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with vendor partners and client vendor partners
- Evaluate emerging technologies. Provide thought leadership, perspective and guidance for adoption where appropriate.
- Available for regular communication via Slack, etc. when necessary throughout the work week
- Available for internal team calls and client calls, based on mutual availability and when necessary

Requirements

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing, specifically success in paid social media marketing and campaign management

- Preferably bilingual
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (ex. Google Analytics)
- Up-to-date with the latest trends and best practices in online marketing + measurement
- Bonus: Demonstrable experience managing paid social media campaigns and/or other paid digital services including SEO/SEM, marketing database, email, display advertising, pre-roll and/ or mobile marketing campaigns

Candidates Instructions

For consideration, please submit resume along with work samples by email to Jennifer@slammm.com and Nicole@slammm.com . Feel free to reach out with questions regarding this position for further information.