

## Digital Marketing Specialist, Paid Search and Social

The **Digital Marketing Specialist** is a highly motivated, energetic individual who delivers active management and optimization of in-market campaigns. They work closely with the activation team to ensure performance while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by developing insights, implications and frameworks that compel teams to deliver the right message to the right person at the right time.

They are an integral team member of the digital marketing team, hyper-focused on the on-time and high-quality execution of tactics that support our clients' overarching digital marketing strategy. Responsible for creating, monitoring, optimizing, and assisting with the reporting of paid, earned and owned performance— they work in support of the senior digital marketing strategist and director of digital strategy, but also in partnership with the client service, creative and digital production teams to ensure constant productivity.

As a DM Specialist, they are a stellar team player with a proven ability to deliver strong support across any and all combinations of digital marketing platforms. With a strong desire to grasp cultural and ever-evolving digital trends, they are tasked to bring that enthusiasm to every task in support of achieving client success. A strong work ethic, innate sense of curiosity and professional maturity is evident in every deliverable and interaction. Reports to the Senior Digital Marketing Strategist and Director of Digital Strategy and Integrated Solutions. Responsibilities include:

### Digital Marketing Support

- Own the on-time and consistent execution of responses, tasks, and deliverables for the team as it relates to channel schedules, workflows and other commitments
- Provide highest-quality administrative support for all communications, documentation, presentations, etc
- Provide all levels of support to Senior DM Strategists and client service team as it relates to internal communications, note-taking, research and overall organization
- Support Media Operations with uploading campaigns into Campaign Manager as needed

### Paid Digital Marketing

- Proactive participation in channel planning and optimization recommendations
- Responsible for the development of copy and coordinating assets for activated platforms in cooperation with client service, creative and digital production teams
  - This role will be accountable for all search writing, testing and optimization
  - Creative team to support with asset development for paid social. This role to advise and provide guidance based on channel knowledge and performance insights.

- Build campaigns and refresh ads on a monthly/quarterly basis across active platforms including (but not limited to) LinkedIn Campaign Manager, Facebook Ads Manager, TikTok Ads Manager, Pinterest Ads Manager, Google Ads (SEM, Video, Display) and Microsoft Advertising
- Activate and optimize targeting, keywords, and bidding, and implement proper UTM codes for accurate tracking
- Continuously monitor campaign performance, A/B tests and optimization tactics in support of cyclical performance reporting while maintaining up-to-date and accurate log of changes
- Manage platform daily budgets, spend pacing and reconciliation of spends for billing purposes
- Provide constant observations, trends and insights on all activity in market
- Activate and optimize copy and assets for paid social in support of desired KPIs and results
- Continuously monitor activity and response in support of cyclical performance reporting
- Conduct keyword research, assess marketplace conversations and activity and provide up-to-date insight on trends, language, formats, etc that are most relevant to clients and their target audiences

#### **Required Knowledge/Skills/Experience**

- College graduate (marketing or communications specialty preferred)
- True passion for marketing, digital channels/platforms and overall problem-solving
- Strong verbal and written communications skills
- Strong ability to execute ideas through copy/post writing and content development
- Organized and diligent, specifically managing deadlines for multiple projects
- True team player, committed to every undertaking and willing to put maximum effort behind the greater work for the client, team and agency at large
- Proven experience managing cross-channel campaigns for multiple clients preferred
- Self-directed learning and professional development in paid search and paid social

#### **Preferred Platform Proficiencies:**

- |                           |                                       |
|---------------------------|---------------------------------------|
| • Google Analytics        | • Facebook/Instagram Business Manager |
| • Google AdWords          | • LinkedIn Business Manager           |
| • Google Tag Manager      | • Pinterest Business                  |
| • Google Data Studio      | • Microsoft Office Suite/GSuite       |
| • Google Campaign Manager |                                       |

#### **Key Performance Indicators (KPIs)**

- Expertise in paid search and social channels and understanding of the role they play in digital marketing strategy
- Knowledge of new opportunities and trends in paid search and paid social space
- Proactive participation in campaign planning and channel recommendations
- Successful execution of paid search and paid social campaigns on behalf of clients
- Ongoing performance monitoring of active campaigns
- Proactive optimization recommendations to improve performance
- Proficiency in reporting including relevant insights in channel activity and website impact

## 2022 Goals – 1H 2022

- Media training and certification completion
  - Excel assignments (formulas, pivot tables) – Jan
  - Google Ads – Search (completed 12/7/21)
  - Google Ads – Optimizations & Measurement – Jan
  - Google Campaign Manager certification – Feb
  - Google Analytics – Beginner – Feb
  - Introduction to Data Studio – Mar
  - Writing for Paid Search Ads – Mar or early Q2
  - Google Analytics – Advanced and Certification Exam (bonus) – Q2
  - Google Tag Manager Fundamentals – Q2
- Social certification opportunities (priority FB/LI) – Q2
- Work with Director to develop clear & efficient process for Paid Search and Paid Social jobs – Q1
- Develop checklist for account team of information needed to guide project kick-offs – Q1
- Work with Director to identify automation opportunities to gain efficiency in role – Q1
  - Explore opportunities within Basis and Bionic

