



## **PAID SOCIAL SPECIALIST, JOB DESCRIPTION**

The ideal candidate will have 3+ years of paid social experience, either in-house or working for another agency. Mastery of the techniques used to excel on platforms such as Meta Business Manager, LinkedIn Campaign Manager, Pinterest Ads, TikTok Ads, and Google Analytics is a requirement. This role is critical to the growth of the paid media service line for the agency and responsible for proactive collaboration with multiple internal and external stakeholders. This is a client-facing role responsible for the strategy and management of robust paid social media campaigns across B2C (ecommerce) and B2B accounts. You will plan, create, execute, optimize, and report on paid social campaigns.

### **WHO IS REVEL?**

We're a performance-focused digital marketing agency with experienced cross-channel strategists and skilled tacticians who keep our clients business needs at the heart of every recommendation we make and every action we take. We craft holistic, integrated marketing programs that span the customer journey, building a strong foundation of loyalty and elevating our clients' brands at every customer touchpoint. We are a collaborative team dedicated to achieving success in partnership with our clients and each other.

### **WHO ARE YOU?**

A successful Paid Social Specialist is an avid learner, excellent communicator, and channel leader responsible for creating, maintaining and analyzing paid social campaign performance data, and defining, executing, and monitoring effective online paid marketing strategies. This role is both client-facing and technical with an expert level understanding of Meta Business Manager (Facebook/Instagram) a must, and other social ad platforms a plus.

### **WHAT YOU'LL DO?**

- Spearhead the creation and ongoing management of Meta (Facebook/Instagram), LinkedIn, Pinterest, TikTok and other paid social campaigns for our ecommerce and B2B clients.
- Forecast, analyze, and optimize paid social spend and KPIs, including making recommendations for more effective ROAS/KPIs.
- Support account teams in client meetings and presentations to ensure seamless communication regarding recommendations and strategy.
- Establish and maintain effective relationships with customers and external partners/vendors.
- Create and refine internal and client-facing performance reports.
- Execute tests, collect and analyze data, identify trends and insights in order to demonstrate results and potential of new tools and technologies.
- Provide frequent progress reports regarding paid social channel efforts and performance metrics to internal and external team members. Daily oversight and management of program, including but not limited to:
  - Budget, CPC & ROAS/KPIs management & optimization, plus ongoing forecasting.
  - Account migration, campaign set-up and/or re-structure, plus regular auditing.
  - Audience targeting and segmentation strategy & implementation.



- Ad strategy and implementation including ad uploads, ad swaps, and landing page testing.
- Pixel set-up and tracking verification.
- Product feed management & optimization.
- Strategic recommendations on networks/vendors to run ads on.
- Ongoing POVs on platforms, ad types, network changes or new channel developments.
- Train agency team and specifically the paid social channel strategists/specialists on assigned programs.
  - Participate in / Lead ongoing paid social media related internal meetings and provide ongoing 1:1 paid social training and mentorship.
  - Knowledge of how the paid social channel works together with clients overall digital programs and site performance is required.
  - Must demonstrate the continued desire to expand your skill set for program optimization and expansion.
- Perform regular in-depth analysis and audits of paid social media programs including competitive paid social landscape analysis ongoing, and mentor/train other paid social team members to support in your analysis and understand your approach.
- Stay up-to-date and monitor industry trends, and provide thought leadership on social advertising best practices, emerging platforms, and industry research.
- Support efforts for Revel paid social communication, POV's and processes, both internal via training and external via venues such as blog posts.
- Assist in business development efforts for the agency with regards to the paid social channel.

## **REQUIREMENTS:**

- Bachelor's degree in marketing, advertising, communications or related field experience.
- 3+ years of experience managing paid social media campaigns along with a solid understanding of paid, earned and owned media.
- Prior agency experience is preferred.
- Expert proficiency in Meta Business Manager with relevant certifications a plus.
- Proficiency and experience managing additional social media platforms including but not limited to: LinkedIn, Twitter, TikTok, Pinterest.
- Strong attention to detail, problem solving plus qualitative + quantitative analytical skills and aptitude.
- Effective in a variety of formal presentation settings and commands audience attention.
- Consistently demonstrates positive attitude and upholds Revel's values.
- Excellent Excel skills.
- Strong software skills including in-depth knowledge of Google Suite (Gmail, GDocs, etc) and Microsoft Office applications (Word, PowerPoint, etc).
- Able to thrive both in an autonomous and group work environment.
- An ability to multitask and perform under tight deadlines.
- Strong written and verbal communication skills.



- Self-motivated ability to translate technical aspects of digital campaign management into customer facing business language.
- Desire to continue to learn new skills and test new initiatives to bring to Revel.

**ADDITIONAL THINGS THAT WILL IMPRESS US:**

- Multi disciplined digital marketing experience
- Google Analytics certification
- Experience in some form of a leadership role

**REVEL PERKS:**

- Salary Range: \$55k - \$85k annually, depending on experience and tenure
- "No Policy" vacation policy, otherwise known as "unlimited vacation," with a required 2 weeks of leave at minimum
- Medical, dental and vision benefits
- Retirement plan with company matching
- Collaborative friendly culture with remote work and in-person meet-ups for local team members in the Denver and Chicago areas
- Monthly wellness stipend and office reimbursements
- Charitable contribution matching
- Conference, education and certification reimbursements
- Sabbatical after 10 years of employment
- Generous referred client commission
- Pet adoption sponsorship
- And more!