

Job Title: Media Buyer

Department: Marketing

Reports To: Marketing Director

Summary:

We are seeking a skilled and experienced media buyer to join our dynamic marketing team.

The ideal candidate will possess a deep understanding of Facebook, Instagram and Google advertising platforms with a proven track record of success in developing and executing effective social media ad campaigns that drive brand awareness, generate leads, and increase conversions.

They will be responsible for launching and managing ad campaigns, validating ad creatives, suggesting new ad angles and optimizing campaigns for maximum performance.

Responsibilities:

Develop and execute comprehensive advertising strategies aligned with the company's overall marketing goals and objectives.

Thoroughly understand Facebook Instagram and Google advertising platforms, including audience targeting, ad formats, and bidding strategies.

Launch and manage Facebook, Instagram and Google ad campaigns, including creating ad copy, selecting target audiences, and setting budgets.

Validate ad creatives, ensuring they align with brand guidelines and resonate with the target audience.

Suggest new ad angles and creative approaches to enhance campaign performance.

Continuously monitor and analyze campaign performance, using industry-standard metrics such as impressions, clicks, engagement rates, and conversions.

Make data-driven recommendations for optimizing campaigns to maximize ROI.

Prepare and present advertising reports to senior management.

Stay up-to-date with the latest social media advertising trends and best practices.

Qualifications:

Minimum 1 year of experience in social media advertising, with a strong focus on Facebook, Instagram and Google Ads.

Proven track record of success in developing and executing effective social media ad campaigns that drive measurable results.

In-depth understanding of social media audience targeting techniques and ad optimization strategies.

Excellent analytical and problem-solving skills.

Strong communication and presentation skills.

Benefits:

Competitive salary and benefits package.

Opportunity to work on a variety of exciting projects.

Chance to make a real impact on the company's social media presence and marketing success.

Work with a team of talented and passionate marketing professionals.

To Apply:

Please email your resume to hr@brandmonk.biz