

## **WHO WE ARE:**

At &Barr, we believe it's not what you do, it's why you do it. Your purpose should be why you thrive from day-to-day; therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit you to the description identified. It is our expectation that team members offer their services wherever and whenever necessary to ensure we are the agency of choice for both great brands and top talent.

**JOB TITLE:** Paid Search and Social Specialist

**REPORTS TO:** Director of Digital Media & Analytics

## **JOB SUMMARY:**

The Paid Search and Social Specialist will be essential in supporting digital marketing leads in day to day management of paid search and social campaigns. Collaborate with internal media teams as well as client service team.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develop paid search and social strategies for new clients and campaigns under the direction of the team lead
- Conduct competitive research to gather ideas for ad copy tactics, new strategic approaches, and variations on calls to action
- Set up, coordinate, and manage paid search campaigns on Google and Bing
- Set up, coordinate, and manage paid social campaigns on Facebook/Instagram, YouTube, Pinterest, Twitter, Reddit, TikTok and other social platforms as needed
- Assist creative to help write compelling ad copy and develop calls to action for paid search and social campaigns
- Test and optimize paid search and social ad copy with A/B or multivariate tests
- Optimize campaigns regularly using a combination of direct optimization (such as manual bid or budget adjustment) and automatic optimization in campaign management tools (such as automatic bid rules)
- Keep track of campaign pacing to both spend and KPI goals on a frequent basis
- Coordinate with representatives from search and social platforms (like Google, Facebook, and others) on new initiatives, beta test opportunities, and optimization recommendations
- Review campaign performance regularly to ensure alignment with and optimization towards client goals
- Conduct analysis on paid search and social data and respond to analysis and reporting requests
- Develop subject matter expertise and stay informed on the latest trends in paid search and social advertising through webinars, whitepapers, training, and other professional development opportunities
- Consistently demonstrates sound judgement and strategic thinking, in accordance with Agency's mission, vision, and values and never sacrifices quality for speed.

### **QUALIFICATIONS - REQUIREMENTS:**

- Bachelor's Degree in related field preferred, but not required
- Minimum one to two years paid search and paid social advertising experience
- Google certification and Facebook Blueprint a plus
- Technical competence and experience with paid search and social platforms
- Knowledgeable in Excel, especially conducting advance analysis using formulas and pivot tables
- Ability to handle stressful situations and deadline pressures well
- Ability to plan and carry out responsibilities with minimal direction
- Demonstrate a high level of initiative and work well in a team environment
- Detail-oriented and analytical

### **COMMUNICATION ABILITY:**

Ability to read, analyze and interpret information from a variety of sources, such as trade journals, research reports, white papers, and data to effectively present information in one-on-one and group situations to customers, clients and other employees of the organization.

### **REASONING ABILITY:**

Ability to define problems, collect information, establish facts and draw valid conclusions based upon information furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

### **COMPUTER SKILLS:**

Computer proficiency, specifically spreadsheet, word processing, database, Internet and email applications. MS Office preferred. Workamajig experience a plus

### **LEADERSHIP RESPONSIBILITIES:**

Does not supervise the work of others.

### **WORK ENVIRONMENT:**

Fast-paced, energetic, creative environment. Occasional travel and overtime may be required.