

At &Barr, it's not what we do, it's why we 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:

Digital Marketing Specialist

JOB SUMMARY:

The Digital Marketing Specialist will manage digital marketing campaigns across search, social, programmatic display/video, CTV/OTT, and others. This position will receive direction from the Supervisor of Digital Marketing and Analytics, and also interface with key team members to ensure client goals are being met or exceeded. This position should also respond well to a quickly evolving advertising environment that serves many clients from a variety of industries.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Collaborate with Strategists, Analysts, and Media Planners to develop paid search, paid social, and programmatic strategies for new clients and campaigns
- Conduct competitive and market research to gather ideas for ad copy tactics, new strategic approaches, and variations on calls to action
- Set up, coordinate, and manage performance of digital marketing campaigns
- Collaborate with clients and/or creative to help write compelling ad copy and develop calls to action for digital marketing campaigns
- Test and optimize digital marketing campaigns with A/B or multivariate tests
- Optimize campaigns regularly using a combination of direct optimization and automatic optimization techniques
- Assist Analysts in coming up with key insights and recommendations, developing campaign measurement strategy, and tracking implementation
- Review campaign performance regularly to ensure the campaigns are successfully optimizing toward the goal and pacing to spend the correct budget
- Strive to ensure that data provided by campaign management tools and used in analysis is accurate and robust
- Coordinate with representatives from various digital platforms to stay on top of new initiatives, beta test opportunities, and optimization recommendations
- Present campaign performance to internal teams and clients
- Work closely with Account and Analytics team to make specific and actionable client recommendations on a weekly basis
- Assist Analysts with developing key insights, measurement strategy, and tracking implementation
- Develop subject matter expertise and stay informed on the latest trends in digital advertising through webinars, whitepapers, training, and other professional development opportunities

QUALIFICATIONS:

- Bachelor's Degree in related field preferred, but not required
- 2-3 years in platform digital campaign management experience
- Google AdWords certified required
- Facebook Blueprint certification preferred



- Technical competence and experience with paid search and social platforms
- Knowledgeable in Excel, especially conducting analysis using formulas and pivot tables
- Ability to handle stressful situations and deadlines 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

