

## Paid Media Manager (Social)

About Healthy Directions

About the Team

About the Role

The Paid Media Manager (social) position will research, develop, plan and execute successful ROI driven performance-based digital media acquisition campaigns (prospecting and remarketing) across multiple brands. This involves integrated prospecting and re-targeting strategies, with a focus on paid social and influencer marketing, to deliver allowable CPA. The Paid Media Manager should have proven success buying this type of ROI focused acquisition media.

### **Responsibilities:**

- Optimize ads and campaigns with a focus on acquisition metrics such as conversion rates, cost per acquisition (CPA), and return on ad spend (RoAS)
- Own and operate all steps of the digital ad operations process:
  - Overseeing text and display creative creation, split testing, and optimization.
  - Recommending landing page optimization.
  - Performance reporting.
  - Source level CPA optimizations to hit target CPA, LTV and MER targets.
- Meet and exceed budgeted goals for, revenue/customers within CPA allowable by brand and media source and constantly seek alternative outlets for better results.
- Identify, onboard, and manage relationships with paid Influencers and Affiliates who are aligned with our brand and overall marketing goals.
  - Develop and execute influencer marketing strategies and creative campaigns
  - Drive customer acquisition and brand growth
- Analyze data to evaluate campaign and strategy progress for company.
- Generate analytics and tracking reports, using GA and internal data management platform
- Manage advertising compliance standards.
- Perform quality assurance processes on all campaign outlets to ensure proper working condition and regulatory compliance of all content.
- Work closely with internal teams (e.g. creative) and other media buying entities (SEM, Off-line, etc.) to achieve best overall results for the brands/company.
- Troubleshoots and reconciles media billing discrepancies.

### **Desired Skills and Experience:**

- 3-5 years' experience acquiring customers in a performance based Direct Response digital media buying/planning.

- Deep knowledge of & mastery of social platforms (Facebook, Instagram, Twitter)
- Expertise in all forms of display: direct buy, working with DSPs, ad exchanges, ad servers and creative formats
- Experience in testing and optimizing display ad creative
- Experience setting up A/B split tests and Multi variant testing and optimizing landing pages for conversions
- Strong creative skills; has an eye for creating display creative and text ad copy that drives qualified traffic at a high CTR; able to brainstorm and create ad concepts and work with designers to bring it to life
- Ability to manage expectations and prioritize initiatives based on potential gains and alignment with business goals
- Exceptional analytic and strategic thinking skills
- Experience with remarketing
- Have demonstrable work history of meeting and exceeding established CPA and Conversions targets
- Must have strong communication and interpersonal skills and the ability to establish, develop and maintain business relationships, particularly with publishers/vendors
- Be resourceful and able to solve unstructured problems with little to no supervision in a fast paced, high stakes environment
- Innovative and stays on the cutting edge of new technology and opportunities; leverages strong relationships with digital vendors to identify, develop and test new opportunities to yield significant new quality traffic sources.
- Think strategically and understand the purpose of every campaign.
- A strong communicator with a can-do, positive attitude and a strong desire to get things done