



## PAID MEDIA SPECIALIST JOB PROFILE

### **Mission**

To unleash the power of people in small business

### **Vision**

We will return \$1 billion back to small businesses

**Department:** Marketing

**Reports To:** VP of Marketing

### **Position Overview**

As the Paid Media Specialist, you will join a team of experts in digital strategy, design, content creation and growth hacking. You will be responsible for the execution of paid media campaigns for Gravy across digital channels such as (Paid Search, Paid Social and Display). Additionally, you'll provide support across a range of digital marketing deliverables, including media planning, campaign set-up, campaign monitoring, conversion rate optimization, analysis and reporting of acquisition marketing goals.

45% – Paid Social Campaign Management – While Facebook is the primary platform we advertise on, we'd like to expand our reach on networks like LinkedIn, Twitter, Instagram, Pinterest, YouTube, etc.

30% – Non-Social Paid Campaign Management – Retargeting, native ads, paid search – we've dabbled on these channels the past few months, but we're looking for someone to help lead us here.

25% – Digital Growth Hacking –

### **Responsibilities**

- Execute on paid search, paid social, display and other paid media campaigns to optimize for campaign objectives, including CPA, ROAS and CAC:LTV
- Leverage performance-based media channels such as paid search, paid social, display, video ads, and mobile advertising tactics to drive leads, booked calls and conversions
- Manage the entire paid media deliverable cycle including initial planning, creative briefing, implementation, monitoring, optimization, analysis and reporting
- Work with Campaigns Manager & Brand Manager to create landing pages needed for funnels
- Generate weekly, monthly and quarterly performance reports and dashboards, and point out optimization opportunities as they arise
- Maintain an understanding of industry trends and provide relevant insights to Marketing team
- Continuously test and hack new channels to scale Gravy's growth marketing efforts



### **Desired Skills & Experience**

- Experience with optimization of paid media campaigns to hit CPA, ROAS, and Engagement goals
- Knowledge of paid search platforms and optimization tactics on Google AdWords and Bing Ads
- Knowledge of paid social platforms and optimization tactics on Facebook Business Manager
- Extensive knowledge of Google Analytics
- Experience creating reports and recommendations based on account performance
- Extremely data- and detail-oriented
- Ability to handle multiple tasks in a fast-paced environment under tight deadlines
- Excellent verbal and written communication skills
- Team player with an entrepreneurial spirit -- quick to adapt to changing needs

### **Benefits**

- Employees are eligible for medical benefits starting on the 1st of the month following a 30-day waiting period
- 15 days PTO
- \$1000 education stipend to learn and grow
- Flexible work environment
- Annual company retreats
- Quarterly reviews

### **About Gravy**

Gravy is the leading customer retention and failed payment recovery service for businesses with recurring payments. We believe in the human touch as a way to make better customer experiences happen. We're on a mission to create an affordable, more efficient way for businesses to engage and manage failed payments AND bring the human element back to the cold world of automated, digital communication.