

JOB PROFILE FORM

Social Media Marketing Specialist

HIRING PROFILE

Job Responsibilities

Describe the job role and the day to day tasks involved.

Minimum Required Skills: Understand the intricate elements of Paid Social, Paid Search, SEO, Amazon, Facebook, Snapchat, Google, User Acquisition, re-engagement, etc.

- Leading the marketing automation team in the management and optimization of performance marketing campaigns across multiple ad networks (e.g. Facebook, Google, Snapchat, Amazon, Affiliates etc)
- Optimized for return on ad spend
- Work with retention + creative team to build out communication streams to re-engage customers throughout the lifecycle to drive up repeat purchasing behavior
- Own all reporting and analytics related to user acquisition and marketing, bringing leading analysis and insight to aggressively improve acquisition funnel and customer quality
- Create a culture of relentless optimization across all existing verticals and channels while also leading in the experimentation and creation of new channels
- Launch, test and optimize digital and offline channels to grow sales: Paid Social, Paid Search, SEO, Email, Amazon, Affiliates, and others
- Lead and execute on various growth initiatives in the areas of user acquisition, SEO, re-engagement, and reactivation
- Own cross-functional and executive communication and strategy setting for all acquisition efforts
- Lead the development of ad creative and ensure production schedules remain on track - Lead the research and evaluation of new user acquisition/growth channels.

Qualifications

Describe the qualifications the staff must have in terms of skills and capabilities

- Direct Response Background - Awareness Campaigns with 5+ years performance marketing/user acquisition experience, preferably in the digital space
- 3+ years in a leadership and management role
- Experience in successfully managing and optimizing big dollar amount marketing budgets across multiple digital channels
- Exceptionally strong analytical skills with the ability to apply business strategy to data analysis and recommendations
- Expert-level understanding and integration into the current user acquisition and marketing, analytics, and attribution ecosystem
- A desire to do both strategic planning and daily execution/optimization
- Ability to lead a small team of marketing professionals as we grow the organization
- Excellent communication skills, including the ability to sell one's ideas and negotiate
- Proven success developing and mentoring a world-class performance marketing team.