
Digital Advertising Specialist



Job Description

Employment Status - Full-time

Job Function - Marketing



Description

Digital Advertising Specialists at CrowdSouth are vital members of the digital advertising department, reporting directly to the Director of Digital Advertising. In this role, specialists actively create and execute digital advertising strategies for a variety of clients. They contribute to overall client strategy and creative direction, working to achieve each client's digital advertising goals. Responsibilities will mostly include managing paid advertising campaigns (social and search) across a variety of platforms.

Responsibilities

- Digital Ad Specialist for a group of Clients - the number of clients varies based on the current client load.
- Responsible for the execution of their clients from day-to-day work to working with the team on overall strategy and goals
- Creation and daily monitoring of ads across multiple digital platforms
- Take ownership of understanding clients' marketing goals and make recommendations on new ideas
- Data-based recommendations for client campaigns including budget, targeting, and creative
- Provide ad analysis on how things are going and make recommendations if needed
- Assist Account Manager and manager in client communication for specific clients
- Respond to clients and co-workers via email, phone, chat, etc. in a timely manner
 - Response time is 1 business day, no exceptions
- Quality Control – daily checks of accounts for accuracy (no typos, ads running accurately, budget spending correctly etc)
- Management and review of client payment methods and spend
- Run monthly reports for clients and provide analysis - truly understanding and owning the numbers of your ads
- Fill in monthly spreadsheet with clients worked on and ad spend
- Regularly observe the online activity of model organizations to move forward “digital advertising best practices” for the clients as well as CrowdSouth
- Keep up to date on best practices, latest technology and changes in the digital ad landscape



- On applicable platforms, graphic design work as well as providing direction to graphic design resources available to the team for clients' needs
- Proactively identifies opportunities for improvement on ads
- Based on the current skill set, other projects may come up where CrowdSouth wants to leverage your skills outside strictly this role.

Paid Ad Focus

- Ad Platforms could include, but are not limited to: Google & YouTube, Meta, LinkedIn, Reddit, ChatGPT
- Reviewing and suggesting budgets based on tools (Campaign Planner, Opteo, etc)
- Reviewing and making adjustments to keyword lists and targeting
- Copy review and analysis of ad performance
- Adjustments of ads based on performance
- Understanding the numbers reported from platforms and making suggestions on how to better the performance

While not the main focus, this role could also include:

- Posting and scheduling of social media posts and ads across multiple platforms using multiple tools (Sprout, Facebook, LinkedIn, Instagram, Twitter, YouTube etc.)
- Community Management – monitoring and responding to comments/messages/reviews/questions on all client pages and adhering to any policies put into place by those clients
- Weekly engagement for clients – liking/retweeting/sharing/watching stories on all of the client's platforms

Knowledge & Experience

- At least 1-year experience within Digital Marketing
- Experience working within Digital Advertising - Paid Social Media Advertising (Facebook Ads Manager, LinkedIn Campaign Manager, etc.) or Paid Search (Google platform)
- Experience working across multiple platforms and campaigns
- Experience in creating and executing digital advertising campaigns



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- Experience working in digital platforms - Sprout, Hootsuite, Buffer, Opteo, SEMrush, etc.
 - Basic Graphic Design skills - Canva experience a plus
 - Strong verbal and written communication skills
 - Self-motivated individual with an eagerness to learn
 - Keeps a pulse on industry trends and emerging digital advertising tactics, sharing insights to support team growth and strategy.
 - Flexible and copes well with a fast-paced environment
 - High attention to detail and very organized
 - Facebook Blueprint or LinkedIn Certifications a plus - Social. Google Certifications a plus - Search.

