



<https://revenuevalve.com/job/88086/>

Paid Media Manager

Description

Job Description: The Paid Media Manager will be responsible for driving revenue growth through the development and execution of paid media campaigns. This includes, but is not limited to, search engine marketing, social media advertising, and display advertising. The ideal candidate will have experience in both B2B and B2C paid media and be able to effectively communicate with both internal and external stakeholders.

Responsibilities

Key Responsibilities:

- Develop and execute paid media campaigns that drive revenue growth
- Continuously analyze and optimize campaigns to improve performance and ROI
- Collaborate with internal teams to ensure campaigns align with overall marketing and sales strategies
- Stay current on industry trends and incorporate them into campaigns
- Communicate campaign performance to internal stakeholders and make recommendations for improvements
- Manage and mentor a team of paid media specialists

Qualifications

Qualifications:

- 3+ years of experience in paid media, with experience in both B2B and B2C
- Proven track record of driving revenue growth through paid media campaigns
- Strong analytical and problem-solving skills
- Experience with search engine marketing, social media advertising, and display advertising
- Strong communication and project management skills
- Experience with bid management and optimization tools
- Experience managing and mentoring a team is a plus

RevenueValve is an equal opportunity employer and welcomes candidates of all backgrounds to apply.

Hiring organization

Revenue Valve – Milwaukee Social Media Marketing Agency

Employment Type

Full-time

Job Location

Milwaukee, WI

Date posted

January 17, 2023