

Media Specialist

Member of the media division of the integrated media department

Directed by: Director of Media Services

Reports to: Director of Media Services

Position Overview

The media specialist works with the Director of Media Services for Love & Company and its clients to coordinate the day-to-day tasks involved in the successful implementation of predetermined traditional and digital media strategies as well as manage the administrative tasks associated with the media department.

Primary Responsibilities

- ❖ Report upon paid search and social campaigns and make recommendations for fine-tuning digital campaigns to improve results
- ❖ Hands-on optimization of Google Ads and Facebook campaigns
- ❖ Maintain specified budgets for paid search and paid social campaigns
- ❖ Track, report and identify numerical trends within paid search accounts
- ❖ Track, report and analyze website analytics, initiatives and A/B tests
- ❖ Research traditional media outlets and costs and place media insertion orders

Detailed Responsibilities

- ❖ **Report upon paid search and social campaigns and make recommendations for fine-tuning digital campaigns to improve results**
 - Collect and analyze data and metrics to identify trends and insights
 - Perform ongoing keyword discovery, expansion and optimization for internal and external clients via Google AdWords
 - Be aware of client digital assets and use them to achieve lead generation results on various digital platforms.
- ❖ **Hands-on optimization of Google Ads and Facebook campaigns**
 - Set up goals in Google Analytics and AdWords for conversion tracking.
 - Initially assist in the creation of digital advertising account setup, with the ability to eventually perform the process from start to completion by oneself.
 - Optimize ongoing digital campaigns, such as bid updates, keyword analysis and additions, ad creation, etc.



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- ❖ **Maintain specified budgets for paid search and paid social campaigns**
 - Create and manage Facebook ad campaigns based on strategic direction.
- ❖ **Track, report and analyze website analytics, initiatives and A/B tests**
 - Execute A/B and multivariate experiments in AdWords/Analytics
 - Collaborate with media director to identify keyword opportunities, media platforms and content/assets to develop successful campaigns
 - Maintain current information on changes and best practices in SEO and digital marketing
- ❖ **Research traditional media outlets and costs**
 - Place (and eventually negotiate) traditional media insertion orders.
 - Collect tearsheets from media vendors.
- ❖ **Manage media invoices, billing and internal project management of new media client setup**
 - Collect and compile lead data as well as research media publication costs.
- ❖ **Additional Roles & Responsibilities**
 - Manage predetermined campaign expenses and adhere to budgets
 - Execute campaign strategy/tactics developed by media directors and/or integrated media services (IMS) team members
 - Review/compile media strategy narrative during the media macro planning, assessment and/or proposal creation process.
 - Draft and keep track of best practice documentation and instructional checklists that complement the IMS department and its clients.
 - Manage the revenue recognition process for digital advertising optimization and setup projects, as well as media expenses.

Qualifications

Basic qualifications for the position include the following:

- ❖ A BS/BA degree in marketing, advertising, communications, marketing research or a related field OR a college senior in their last year of study who is pursuing a Bachelor's degree in either integrated marketing communication, communication studies, business administration, research or a similar area of study.
- ❖ Have experience with media planning and buying

- ❖ Direct experience setting up and optimizing Google Ads campaigns (search and display), at least one year experience
- ❖ Direct experience setting up and optimizing social media campaigns, at least one year experience
- ❖ Knowledge of Google Analytics (reporting and setup)

Because Love & Company is a team-based organization, this person must be highly adaptable and comfortable working collaboratively across multiple teams. The applicant must have superb attention to detail, ability to think strategically, strong record of execution, and a desire to make a difference. In addition, the applicant should:

- ❖ Be analytical and data-driven
- ❖ Be results-driven self-starter with a desire to learn
- ❖ Be hard-working with a positive attitude
- ❖ Have excellent written and verbal communication skills
- ❖ Have strong project management skills
- ❖ Work with integrity and ethically; uphold organizational values
- ❖ Follow policies and procedures; complete administrative tasks correctly and on time; support organization's goals and values
- ❖ React well under pressure; treat others with respect and consideration regardless of their status or position

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

To apply, please email:

- ❖ A detailed unique cover letter explaining why you are interested in the position, the strengths and benefits you can bring to the firm, and the experience you have in the above areas. No phone calls please.
- ❖ Your resume
- ❖ Your recent salary history and salary requirements

NOTE: Inquiries will only be accepted with complete application materials.