



## Advertising Analyst

**Position Title:** Advertising Analyst

**Reports Directly To:** Chief Strategist

**Reports Indirectly To:** Senior Project Manager

**Location:** Remote Employee or Rockland, ME

**FLSA Status:** Hourly

### Summary:

The Advertising Analyst role is to set up, manage and optimize paid ads on social, search and display networks. Developing creative, relevant marketing content for our clients to create brand awareness, engagement, growth, and ROI is key to success in this position. Ads will target client specific goals and be integrated throughout social media, search, display and other online platforms.

The Advertising Analyst takes pride in staying on top of advertising trends including Google Ads, Facebook, and other social and display ad platforms, and is constantly seeking to outperform expectations and raise the bar for success.

### Responsibilities:

- Developing and promoting a strong web presence by initiating and developing ads that will help achieve client goals and nurture customers into becoming each client's brand ambassadors.
- Building and Optimizing ads for social media, search and display based off of historic results, industry trends and market developments.
- Working with fellow team members and clients to develop ads that are true to the target demographic and brand identity while staying focused on clients goals, including building market share and increasing revenue
- Developing persuasive communications including creative headlines and impactful call-to-actions that position clients as meaningfully unique and authorities in their fields of business.
- Working with fellow team members (#HoneyBadgers) to quote and recommend ideas for existing clientele and prospects
- Measuring progress toward goals and articulating client analytics with reporting.
- Conducting himself/herself in a professional manner at all times.
- Other duties may be assigned by the Chief Strategist or Senior Project Manager at any time.

### **Qualification and Skills:**

To perform this job successfully this individual must have experience in major ads platforms or be able to learn them quickly. An individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Thorough understanding of grassroots marketing, audience targeting & brand identity
- Excels in Time Management
- Energetic and driven individual hungry for knowledge and excited to learn and share findings
- Quick learner, action oriented, & solution oriented
- Able to multi-task and perform projects under deadlines
- Self-motivated and able to make decisions independently, yet be a team player
- Experience developing engaging and creative content for digital ads
- Strong experience in social media, search engine marketing, and display ads
- Strong interpersonal and communication skills, maturity and good judgment

### **Education and/or Experience:**

- Working knowledge of major ads platforms is required.
- Advanced knowledge of Facebook, Twitter, Pinterest, LinkedIn, Google Ads and display ads preferred
- BA/BS degree in an appropriate discipline preferred.

### **Supervisory Responsibilities:**

N/A

### **Language Skills:**

N/A

### **Licenses, Certifications, Registrations:**

- Google Certification preferred
- HubSpot experience and/or certification beneficial

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.