

## Facebook Ads Manager

### Description

MisterSprint Digital Marketing is looking for a rockstar **Facebook Ads Manager** who can bring creativity, strategy, and digital brilliance to the team.

### Responsibilities

We are looking for someone who can:

- Understand the strategy of a specific campaign and client funnel
- Task out different components of a campaign such as images and copy to the creative team
- Load or task the loading of campaigns/ads to the ads specialists
- Review, edit & load ad assets as needed
- Place and verify pixel to ensure proper campaign tracking
- Optimize campaigns to ensure the lowest possible cost per result and an overall positive ROI, on a daily basis
- Proactively create, execute, and optimize creative strategies to consistently drive high-quality leads, traffic & visibility
- Produce weekly reports for client account updates, recommendations and results
- Follow-up with client communications, questions and concerns in a timely manner
- Stay on top of new techniques, strategies and changes to test for better client results & campaign successes
- Communicate with clients about the success of a campaign, and offer suggestions for ways to improve
- Schedule & perform monthly client meetings & consultations for account goals and strategic success of each client account
- Participate in daily, monthly and quarterly team huddles to ensure agency team members are all meeting company goals & responsibilities

### Qualifications

The **ideal candidate** has:

- 2+ years of online marketing experience
- 9am to 5pm availability (North American time zones)
- Ability to problem-solve and analyze results and make suggestions to the client based on their individual results

### Employment Type

PT/FT/Remote

### Industry

Digital Marketing

### Date posted

May 28, 2019

- High attention to detail, proofreading, writing and editing skills for accuracy
- Mid to Expert level knowledge of Facebook advertising (minimum 1-2 years experience of Facebook Business Manager experience)
- Quick learner who retains information easily
- Knowledge of various 3rd party platforms such as ClickFunnels, MailChimp, etc
- Excellent and effective written, verbal, and virtual communication skills
- Understanding of Funnel Marketing strategies & the psychology of advertising to the customer journey
- Committed to ongoing education and training to stay on top of the Facebook platform, rules, regulations, strategies and updates for proper ad execution, implementation & client success
- Chatbot knowledge and/or experience is a **huge plus**.

## **Job Benefits**

### **Awesome perks:**

- 100% remote
- Paid training that leads to a starting annual salary of \$45,000
- Paid sick leave (dependent on state)
- 2 weeks of PTO
- \$150/mo health stipend after one month of employment
- Annual team retreats
- Paid holidays (New Years, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day)
- Team environment with an organization fostering **people-first culture**