



## **Digital Media Buyer - Paid Social**

As a Paid Social Media Buyer, you will manage the strategy, buying, and execution of online media to drive customer acquisitions across the social channel. You will directly impact the continued growth of a large digital marketing campaign portfolio. You will be accountable for meeting traffic, revenue, ad spend, and ROI targets. Strong industry knowledge, demonstrated success in performance marketing, comfort with data and analysis, and willingness to dive in and execute will be key factors for success.

### **Your Responsibilities:**

- Manage a portfolio of performance marketing campaigns across paid social, including but not limited to Facebook, Snapchat, Instagram, and Pinterest
- Conduct hands-on bid optimization; develop and implement strategies for targeting, creative, and funnel optimization to meet and exceed volume & ROI targets
- Work with the creative and content team to develop creative assets and content, and drive the creative testing roadmap
- Communicate A/B test results and recommendations for programs with team and senior leadership
- Prioritize growth marketing strategy based on revenue potential
- Stay ahead of industry trends and leverage emerging capabilities in the digital landscape

### **Key Skills Needed:**

- 2-5 years experience driving growth and acquisitions via social channels
- Proficiency with Excel
- Expertise with Facebook Ad Manager
- Bachelor's degree in a quantitative field preferred (e.g. economics, statistics)
- Exceptional analytical abilities with a high attention to detail
- Strong understanding of Search marketing bid strategies (CPC, CPA, etc.)
- Ability to think creatively and outside of the box to write compelling and engaging ad copies/content
- Demonstrated expertise in digital media planning
- Creative problem solver with a balance of strategic thinking and detailed execution
- Exceptionally-detailed knowledge of metrics, specifically A/B, multi-variant testing and ROI Analysis
- Current familiarity with global Search engine industry trends
- Comfort with ambiguity, and ability to work well independently as well as part of a cohesive high-performing team
- Strong time-management skills

## **About Qool Media**

Qool Media is a digital media company specializing in web publishing, content generation, marketing, traffic acquisition, and monetization.

### QOOL CONTENT. QOOL BRANDS.

Qool Media's Publishing Division specializes in creating rich and engaging content and building thriving online communities. Our destination websites inform and entertain audiences who reach us through social, search, and content marketing channels.

### QOOL MARKETING.

Qool Media's Agency Division is a digital marketing agency with a niche focus on management of quality media buys for exclusive publishers. We offer a unique performance model, with deep experience operating within buy side and sell side policies. Our tools include a publisher-specific marketing platform and a fully transparent compliance portal.

We are a small and focused team of Internet professionals working in a dynamic environment in which productivity and fun go hand-in-hand. Our office is conveniently located near the University of Guelph campus.

An engaging and rewarding work environment is important to us. Here's some of what you can expect:

- A competitive salary and benefits package
- Flexible working hours
- Small, efficient, and well-supported teams
- A culture of support and collaboration
- Regular social events and team lunches
- Parking and fitness reimbursements
- An in-office lounge with 60" TV, Xbox, and comfy chairs
- Free beverage center
- Fun people

### **Here's what we need from you:**

If you feel you are a good fit for this role, and this position interests you, please contact us by email at [careers@qool.com](mailto:careers@qool.com). Please include your current resume and a few paragraphs describing yourself, your experience relevant to the job, and your interest in the position.

