

**Now Hiring: Full-Time Team Member for Advertising Agency in Bloomington, IL**

## Digital Advertising Specialist

### **Important Note**

**This is NOT a remote position.** For this full-time, salaried career, candidates **must** reside in the Bloomington-Normal area to work in-person daily at the JoshuaOneNine Office in downtown Bloomington.

### **POSITION OVERVIEW**

Responsible for effectively placing, optimizing, and reporting on the performance of digital ads for the core client base of a rapidly growing Advertising Agency, as well as anchoring our Agency's standalone Google PPC Search division. **After our production team develops the creative, it's your job to make sure people see it, finding eyes & ears across multiple screens and devices** on whatever platform, service, feed, site, and channel consumers are using, from Google to Social Media to Streaming Media platforms. You identify, target & reach our clients' next customers with strong & courageous content.

- **Create & Manage Paid Google Ad Campaigns** (*PPC Search, YouTube, Display, etc.*).
- **Create & Manage Paid Social Media Ad Campaigns** (*Instagram, Facebook, TikTok, etc.*).
- **Create & Manage Paid Streaming Media Ad Campaigns** (*OTT Video, Audio, OOH, etc.*).
- **Connect, Track & Analyze Everything** (*Google Analytics/GA4, GTM, GDS/Looker, linking Calendly and Setmore and Shopify and Merchant Center and pixels and holy cow I have a headache...but you shouldn't*).

**This is a very active, trusted, hands-on position working with small businesses both in the local community, and nationally via our standalone PPC Division.** You will be the one handling budgets, placing digital advertising with limited client ad dollars, and clicking the buttons that say Submit, Schedule, and Publish across all Google, Social, Streaming, and other 3<sup>rd</sup> party platforms. You'll figure out how to connect everything so all the data flows, and then you'll be actively tweaking and managing those campaigns based on your analysis of their performance, which you'll be able to present to the Owner on a regular basis so we know what's working.

You're the messenger. You target audiences like a sniper, keyword research is fun, and you're borderline obsessive about optimization and efficiency. You love exploring the numbers, researching the anomalies, and you're always looking to identify and optimize the most valued segments of ears and eyeballs whose screen should be filled with our clients' content.

## COMPANY INTRODUCTION

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JoshuaOneNine believes our clients are worth a new creation, and we're shaping a community where businesses feel local, but never small. We're a relational marketing agency that creates and distributes strong & courageous content for local brands. Internally, our Christian culture openly and unashamedly embraces Bible study and prayer. We value integrity alongside ability, and character alongside competency. In addition to putting in a productive day's work, our small company offers a platform to reflect gospel-centered values into the lives of co-workers, clients, and the community through our conduct and contributions. **We want to be at the cross-section of marketing and ministry as we flex our creativity in a faith-based environment.**

## JOB DESCRIPTION *(broad overview)*

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**Digital Advertising Specialist** – reports directly to the Owner and is responsible for digital advertising content distribution and optimization primarily related to **SEM & Google Ads, social media ad platforms, streaming video/OTT, and streaming audio**, plus additional new and emerging digital platforms.

In addition to the placement and scheduling of digital ads, **you are also responsible for targeting research, optimizing placements, ensuring proper tagging connections and tracking, and analyzing ad performance.** You need to know how to connect all the meaningful data points and evaluate what's working and why. Basically, whatever the creative team creates, you make sure people see it, hear it, and take action.

This position is **not** responsible for organic social media management, content, posting, or reputation management. You will not be doing graphic design, or shooting photos, or editing videos. At most, you'll write headlines and descriptions for PPC. This is an ad-buying, paid advertising, data-and-analytics role.

## SKILLS & COMPETENCIES

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Day-to-day, you will need to be an expert at ad campaign research, placement, optimization and reporting across the following Ad Platforms:

### GOOGLE ADS (PPC Search, Display, Video, Shopping & Retargeting)

- **PPC Search.** Be prepared to consider this your top priority. Yes, you'll also need to excel in the other platforms listed below, but since our Agency has a standalone PPC Division in addition to our Core Client base (who also use a lot of PPC), **Google Search Ads** will become your most important area of expertise. You'll build campaigns, and then **actively manage** them on a daily basis. JoshuaOneNine does not "set it and forget it."
- **Display.** You'll be creating and managing paid **Google Display** campaigns using HTML5 ads.
- **Video (YouTube).** You'll be creating and managing paid Google Video campaigns on **YouTube & Shorts.**
- **Shopping.** You'll be creating and managing paid Google Shopping campaigns.
- **Retargeting.** Primarily with Display and Video, you'll be creating and managing paid Retargeting campaigns.
- **Audiences.** You'll of course need to use available platform features.

### TRACKING & ANALYTICS (GA4, GTM, GDS/Looker)

- **Google Analytics.** You need to know GA4 and identify what happens on the Client's website after people click your ads. Was it good traffic? Did they bounce? Troubleshooting the effectiveness of your campaigns is critical.
- **Google Tag Manager.** You need to be able to tag actions customers take on Client websites so proper data is passed to the proper places. When a user taps a button, you've bridged that human behavior with computer language, so it doesn't say "not set" when you're looking for info back in GA4.
- **Google Data Studio/Looker.** Reporting is easier when you can pull data from various places into a single dashboard.

If you know **GA4, GTM and Google Ads**, you should be able to utilize these tools together to properly place and track the performance of your ads, and the customer behavior that results. **The expectation is you know how to connect things, know what you're seeing, can provide analysis, and can communicate your recommendations.**

## SOCIAL MEDIA ADS (Various Business Manager & Ads Manager Platforms)

- **Meta.** You'll frequently be creating and managing **paid ad campaigns on Facebook and Instagram**, managing objectives, audiences, and budgets, and editing placements so the proper creative appears in Feeds, Reels, and Stories. This will also include boosting organic content, as well as retargeting campaigns.
- **Other Social Platforms.** You'll also be creating and managing paid ad campaigns on **TikTok, LinkedIn, and Pinterest**. On occasion, this could also expand to Snapchat, X, and other platforms.
- **Audiences.** You'll need to use available platform features like **pixels, custom audiences, and lookalike audiences**.
- **Active Management.** As with Google above, you'll build campaigns and actively manage them on a daily basis. JoshuaOneNine does not "set it and forget it."

## STREAMING ADS: (OTT Video, Audio, and OOH Platforms)

- **OTT Video.** You'll use self-serve platforms such as **MNTN, Vibe, Hulu** and others to place Client video ads into ad-supported streaming services, build these campaigns using proper targeting, and actively manage them daily.
- **Streaming Audio.** You'll also be creating and managing paid audio ad campaigns using **AudioGo and Spotify**.
- **OOH.** You'll also be creating and managing paid outdoor digital billboard ad campaigns using **BLIP**.
- **Active Management.** As with Google & Social above, you'll build campaigns and actively manage them on a daily basis. JoshuaOneNine does not "set it and forget it."

## ACCOUNT MANAGEMENT & OPTIMIZATION

Across all 3 of the above categories (Google Ad, Social Ads, Streaming Ads), you will be expected to do the following:

- **Conduct Research.** You'll provide recommendations to current and potential clients, as well as gather information needed to properly set up campaigns. This can include budgeting, bid strategies, ad objectives, keywords, previous campaign performance, client competitor information, customer demographic, geographic and behavioral targeting.
- **Create Proper Campaign Structures.** The Campaign/Ad Set/Ad level structure can't be a mess. You'll name these appropriately, and structure them to best achieve client objectives within their budgets, so we're not competing with ourselves or getting buried in learning mode.
- **Connect Everything.** You **must** be able to properly connect, tag, and link relevant website and e-commerce platforms in order to track the performance and effectiveness of campaigns (e.g., Google Tag Manager, Pixel Installation, Conversion APIs, Event Setups, Google Merchant Center, Attribution, Shopify, etc.). For example, if a customer sees a Client ad on Instagram, taps it, goes to the website, and taps a 'Book an Appt' button there that takes them to Calendly where they book an appointment with our Client, you need to **know how and show how** that came from Instagram.
- **Active Management.** You will monitor and optimize campaigns to not only ensure the proper campaigns are running at the proper time, but that client dollars are being optimized. This includes but is not limited to adjusting budgets and bids, audience targeting, and ad testing. Have we mentioned yet: JoshuaOneNine does not "set it and forget it."
- **Create & Utilize Report Dashboards.** Within the platforms themselves as well as within Google Analytics and Google Data Studio/Looker, you'll track and monitor performance, and identify opportunities to improve campaigns. If you have recommendations for other 3rd party reporting and tracking software, we're all ears.
- **Promptly Resolve Issues.** Because you're actively managing your campaigns, you'll see alerts and notifications as soon as they appear, and you'll promptly identify and resolve issues within Client campaigns, including any potential policy violations or appeals. This also includes addressing questions from Clients regarding emails or phone calls they might receive from Platform Reps, or from 3rd party companies regarding their campaigns.
- **Contact with Reps & Clients.** You will be the point of contact for digital platform reps. Our Agency periodically takes calls (and emails) with representatives from Google, Meta, TikTok, and the Streaming OTT Video and Audio platforms. And occasionally, a Client will want a copy of a receipt from a Meta campaign (for example). You will handle these.
- **Stay Fresh.** You'll be placing and managing ads for an advertising Agency that does a lot of paid advertising for our Clients, so you **must** stay up-to-date on new features and options within each platform...as well as new and emerging platforms. Digital advertising changes frequently, so this includes attending webinars, consuming articles and media, and watching tutorials to understand new opportunities that keep our Agency on the cutting edge.
- **Ad Tracker Meetings.** You have to know whether what you're doing is working. Monthly, you'll be expected to present on campaign performance and budget spend (including analysis and recommendations) as a part of regular status meetings with the Owner. You'll also provide information for formal reports to Clients on a quarterly basis.

## CRITICAL CHARACTERISTICS

- **All-Star Goalie.** You are the **last line of defense** before anything goes public that uses actual Client dollars. If you notice the copywriter made a typo as you're entering the Primary Text at the Ad Level, ask about it and/or fix it. If you notice a video is the wrong length or aspect ratio, or has important text covered-up by platform danger zones, bring it up. You're the last set of eyes on everything, and you're expected to make sure it's perfect before you hit publish.
- **Patience.** You are the last stop in the workflow before paid ads go live. This means that if the copywriter, content producer, or approval process ever falls behind in its deadlines, you'll fall behind too (through no fault of your own). But the campaign will still need to go live on the quickest timetable, so you may have to execute late or short-notice action once the work gets to your desk. Honestly, this happens rarely, but patience and understanding are still key.
- **Confidentiality, Trust & Attention to Detail.** You will have access to multiple credit cards and paid ad accounts. Your ability to keep this information safe, confidential, and functional is the highest priority. If others on the team make a mistake with bad creative or cringey social posts, it might cause the Client embarrassment. But if **you** make a mistake, it costs the Client **money**. So you need to have **smarts and integrity while being organized, careful, and disciplined** to double check before going live.

## ADDITIONAL, OPTIONAL DUTIES

The following duties are not required for this position, however experience and ability to handle these tasks in addition to the requirements above will strengthen your candidacy and open-up the higher end of the pay range:

- **Legacy Media.** Most of the paid ads placed by our Agency occur via self-serve digital platforms. However, there are still a handful of agreements with radio, TV, newspaper, and billboard companies which occur through local media reps. These relationships are currently handled by either the Owner or the Director of Operations, but stronger candidates would have the experience and ability to form relationships, negotiate, and place ad buys with Legacy Media partners.
- **On-Site SEO.** Digital Ads and On-Site SEO are arguably two different skill sets, but stronger candidates will have experience with link building, structured data, growing domain authority, Meta Titles & Descriptions, Alt Text, and the importance of header structure.

## QUALIFICATIONS, EXPERIENCE & REQUIREMENTS

### *Requirements & Strong Preferences*

- This is not a remote position. Residency in the Bloomington-Normal area is required.
- **Google Ads Certifications strongly preferred.** Though, performance matters more than paper. Candidates with demonstrable expertise working in Google Ads platforms may still be considered even if certifications are incomplete. (But you'll be **expected** to complete your certifications immediately).
- **Minimum of 2 years' experience working in digital advertising for businesses is strongly preferred.** Campaigns are already up-and-running, and you'll be expected to step-in and know what you're doing from day one.
- The ability, if asked, to demonstrate your character through multiple non-family **references**.
- You may be asked to demonstrate your competency through a brief assignment related to digital ad research, buying, and or reporting.

### *Additional Preferences to Enhance your Candidacy*

- Personal familiarity with platforms like YouTube, Instagram, TikTok, and streaming services would be helpful.
- **Experience in the world of advertising is a big plus**, though not required. A desire to grow is expected.
- **Other degrees, licenses, or certifications.** Competency and character matter most, but a formal background in marketing, communications, or related fields would be a plus.
- We're an intensely local company looking for reliable longevity from this position, so we welcome candidates who **plan to put down roots and make the Bloomington-Normal area their home**.
- Passion for local businesses and a familiarity with JoshuaOneNine clients will make you highly competitive.

## WORK ENVIRONMENT

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You'll be expected to work from the company's headquarters in Downtown Bloomington with the rest of the team, where we regularly interact with clients and their staff. **We are an openly Christian company** that has 9 minutes of team-building Bible Study every Wednesday morning, and the ideal candidate will be curious and excited to participate. We're looking to build a culture of new creations with Christ at the center. If that excites you, be strong, courageous, and take the next step forward.

### Salary & Benefits

- **Starting range of \$45,000 - \$70,000** annual Salary, based on skills, competencies, experience & qualifications.
- Monday-Friday, 8a-4pm with occasional evening or weekend commitments in support of client events and programs.
- Health Insurance benefits include an optional HRA (Health Reimbursement Agreement)
- Paid Vacation & Sick Days.

### Other Perks:

- JoshuaOneNine is on the top floor of the Illinois House Building in Downtown Bloomington, in a newly built-out Office featuring a recording studio, plenty of space, and great views. It's a unique spot from which you'll love to work.
- We built a kegerator into our Kitchenette. We've always got Frostie's root beer and a White Oak craft beer on tap.
- Our clients are outstanding, and you may find yourself occasionally taste-testing new menu items and beer, playing with toys, attending an awards gala, touring epic spaces, flying at 10,000 feet, and more.
- You'll be part of high-profile local projects, meaning you will regularly see your hard work completed and making a difference in the market where you work and live.

## TO APPLY

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Apply by sending an **email to [careers@joshuaonenine.media](mailto:careers@joshuaonenine.media)** containing the following:

- **Cover letter** explaining why you'd be the right fit for our **company** in addition to being right for this role.
- **Resume** with references.
- Links, screenshots, or attached samples that help demonstrate your Google Search work and Social Media ad placement work.
- Estimate of when you could start, if offered the position. We understand what it means to finish well at your current employer and provide them enough time to rehire your position.

## TIMELINE

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- **Interviews are expected to start in late November 2023 and continue until the right candidate is found.**
- **This could happen immediately in December 2023, or it could stretch into 2024. We are, however, aiming for an expected start date by the end of February 2024.**