

NOW HIRING

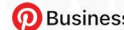
Digital Advertising Specialist

FULL-TIME POSITION WITH BLOOMINGTON, IL ADVERTISING AGENCY

POSITION OVERVIEW

Responsible for **placing, optimizing, and reporting on the performance of paid 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. You will be the one handling budgets, building campaigns in various Ads Manager platforms, and clicking the buttons that say Submit, Schedule, and Publish across all **Google, Social, Streaming**, and other 3rd party platforms. **You're the messenger.** You target audiences like a sniper, keyword research is fun, and you're borderline obsessive about optimization & efficiency. You love exploring numbers, researching anomalies, A/B testing hunches, and identifying the most valued segments of potential customers whose screen should be filled with our clients' content.

- You will create & manage paid **GOOGLE AD CAMPAIGNS.**
- You will create & manage paid **SOCIAL MEDIA AD CAMPAIGNS.**
- You will create & manage paid **STREAMING MEDIA AD CAMPAIGNS.**
- You will **CONNECT, TRACK & ANALYZE** everything so we know what's working.
- You're an **ANALYST.**
...NOT A BUTTON-PUSHING ROBOT.
- You eat & shop **LOCAL.**
...NOT CHAINS & BIG BOX STORES.
- You're **RELATIONAL.**
...NOT DISTANT & ISOLATED.



**PAID DIGITAL
ADVERTISING**



**ANALYSIS &
REPORTING**



**TRUST
& WISDOM**

STARTING SALARY RANGE

\$45,000 - \$70,000

BASED ON SCOPE OF SKILLS, COMPETENCIES,
EXPERIENCE & QUALIFICATIONS AT TIME OF HIRE

READ THE FULL POSTING & APPLY

joshuaonenine.media/careers

IN-PERSON INTERVIEWS: DEC - JAN
EXPECTED START DATE: JAN - FEB

PLEASE NOTE

This is **NOT** a remote position.
This is **NOT** a work-from-home position.
This is **NOT** a freelance position.

For this full-time, salaried position, **candidates must reside in the Bloomington-Normal area to work in-person** at the JoshuaOneNine Office in downtown Bloomington.

