

PAID SOCIAL MANAGER

THE OPPORTUNITY

Scale Marketing is excited to grow our Paid Social team! The Paid Social Manager position is at the heart of Scale's digital business, providing a unique link between buying and analysis functions. The Manager will have the opportunity to work collaboratively with Leadership, Client Services (and Clients), Data Analytics and operations teams. The successful candidate will be empowered to directly plan, buy, execute, and optimize social media campaigns across a diverse portfolio of business. The Manager will be exposed to multiple areas of media including media mix modeling, data analysis, traditional media planning/buying (TV, Radio, Print, etc.), and be a leader of a fast-growing team.

JOB RESPONSIBILITIES

- End to end campaign ownership
- Campaign performance monitoring
- Internal and external (client) reporting
- Consistent daily analysis and optimization
- Buying / bidding across various social platforms (FB/Meta, TikTok, Snapchat, Reddit, etc.)
- Grow client business via surpassing KPIs, delivering insights and building relationships
- Leverage internal campaign management and business intelligence tools
- Custom campaign planning, forecasting, management and reporting
- Work with other Scale Marketing departments to aid in any of the following: Ad operations, Pre-campaign Analysis, Post-campaign insight reporting, Troubleshooting, Media POVs and media insights

QUALIFICATIONS

- 1+ years' experience hands-on keyboard within social platforms with demonstrated ability to exceed client KPI's
- Strong mathematical and analytical skills are essential
- The ability to work with large datasets in Excel files and BI internal tools
- A working knowledge of statistical models
- **A start-up mind-set**
- Attention to detail and the proactive problem-solving mentality
- Strong communication skills and an ability to work both independently and contribute within a team environment
- Experience with DSP's preferred
- Alignment with Scale Marketing core values
- A can-do attitude to provide energy, drive and enthusiasm
- A dream to grow your career as the company scales

WHAT WE VALUE IN OUR PEOPLE

- Honesty
- Integrity
- Treat Each Other with Respect
- Diversity and Inclusion
- We Treat Our Clients Businesses Like They Are Our Own



BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, with generous employer contribution
- Ongoing education & training
- Open office and casual work atmosphere
- Company sponsored events & team building experiences

Send your resume and cover letter to hr@scale-marketing.com.

About Scale Marketing:

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating and optimizing based on how business flows.

Nimble and transparent, we make our clients' dollars go farther and be more effective than they ever have. That approach has been paying off, because we've been growing. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.