

## Digital Media Specialist

The **Digital Media Specialist** is responsible for the creation and execution of SEM and PPC advertising, paid social and remarketing. The right candidate is skilled in optimization of paid channels using analytics data and industry insight.

In addition, you will work with the media team to create and integrate plans. The ideal candidate is adaptable, passionate about digital media and social media, is data-driven and loves travel.

### Responsibilities:

- Participate in campaign planning and ideation (identifying KPIs, developing media plans and pitching channel-specific strategies)
- Collaborate with creative, media and analytics teams on overall strategy and campaign planning
- Analyze performance and optimize price, volume, targeting and placement to maximize the return on investment
- Manage search engine marketing campaigns (Google Ads and Bing)
- Paid social including Facebook, LinkedIn, Instagram, Twitter, Pinterest
- Client reporting: Design, development and presentation of analysis on a weekly and monthly basis across a variety of other paid digital and social channels
- Execute digital marketing campaigns across PPC, social media and display advertising
- Manage digital budgets to drive positive ROI
- Stay up-to-date with latest trends and best practices in online marketing and measurement
- Work with internal and external partners to enable tracking
- Drive program performance analysis and reporting against goals

### Qualifications:

- 3-5+ years of digital marketing experience: PPC, social media, etc.
- Current certifications in Google Ads or Facebook Blueprint a plus
- Self-motivated to consistently meet/exceed objectives and take on more responsibility
- Ability to think strategically and work independently
- Ability to manage and prioritize multiple projects and tasks simultaneously
- Passion for problem-solving and innovation
- Aptitude for numerical details and analysis
- Strong business-writing skills and ability to produce high-quality documents
- Ability to cope with competing demands and effectively prioritize tasks
- Strong interpersonal skills, specifically listening, consulting and influencing
- Ability to travel as requested
- B2B, B2C and travel industry experience a plus