

Digital Advertising Manager



Job Description

As a leader in digital marketing, we are seeking an enthusiastic digital advertising manager who exudes passion for digital advertising, demonstrating business impact, analytics, creative strategy and new marketing methods. This role is challenged constantly by the evolving industry and the drive to keep our partners ahead.

Responsibilities

The digital advertising manager is responsible for the following:

- Strategy (25%)
 - Work with Digital Marketing Manager, Content Manager and strategists on creating and implementing client strategy.
 - Lead on new clients' advertising campaigns.
 - Support strategists and new business in client-facing sales processes, including case studies to demonstrate potential ROI.
 - Ensure consistency in voice and cultivating a vibrant digital ad presence focused on driving conversions.
 - Research, evaluate and propose new opportunities to increase campaign ROI.
 - Create and continually refine digital advertising workflow and scheduling for consistency; be sufficiently nimble to adjust to changing trends and emerging platforms.
 - Monitor partner competition and market/industry developments.
- Ad Management (30%)
 - Lead digital advertising team.
 - Oversee partner paid digital advertising campaigns, developing brand awareness, generating inbound traffic and encouraging product adoption.
 - Proficient in Campaign Management and spending large monthly budgets while reaching the right audience and hitting meeting/exceeding goals.
 - Lead on internal campaign managers including budget planning.
 - Optimization of bid management, ad copy testing and landing page performance evaluation.
 - Coordinate with outside vendors to buy and place partner digital advertising campaigns.
 - Recommend improvements to landing pages and site content.
 - Create new digital advertising campaigns, ad groups and keywords as needed.
 - Conduct keyword research, competitive benchmarking and selection for campaigns.

Company

Envano Inc.

Job Category

Digital Marketing, Media Buyer, Digital Advertising, SEM

Career Level

Experienced

Status

Full-time position with benefits, 401K with match and paid time off

Experience

4+ years of related work experience

Education

Bachelor's Degree

Contact

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- Reporting (30%)
 - Perform in-depth analysis of campaigns using advertising platforms, Google Analytics, etc.
 - Lead on reporting software vetting, implementation, maintenance.
 - Incorporate storytelling into reporting.
 - Assumes accountability and ownership of online marketing program success for numerous partner accounts.
 - Manage day-to-day operations of SEM campaigns and accounts, social ad campaigns and accounts.
 - Strategize, plan and buy online media for PPC and banner ads.
 - Define, monitor and analyze key performance indicators for continuous improvement of marketing campaigns.
 - Present monthly reporting and analysis to partners and communicate needs, results, key metrics, etc.
 - Proactively offer strategic campaign recommendations.
 - Google Analytics and Ads certified.
- Internal/External Education (15%)
 - Lead internal advertising team, ensuring cross training and team member skill growth.
 - Lead training for clients in topics including digital advertising.
 - Blog writing.
 - Curate Envano educational store, work with developers on implementation, work with team on ongoing maintenance and materials launch schedule.
 - Assist with internal subject area knowledge sharing rotation.
 - Keep abreast of trends in the arenas of digital technology, digital advertising, content marketing and inbound tactics.
 - Research and make recommendations for new development, growth and innovation.

Characteristics Of Qualified Candidates

- ✓ Ad buying and campaign management experience including familiarity with digital advertising platforms including but not limited to Google Ads, Facebook/Instagram, Snapchat, and other third parties.
 - Ideal experience will include recommending, placing, reporting, analyzing paid search and paid social media, analyzing email acquisition campaigns
- ✓ Aptitude for evolving skill sets as advertising platforms change
- ✓ Excellent leadership skills and experience with a willingness to train others
- ✓ Ability to exercise both technical and creative/editorial copywriting skills
- ✓ A contagious desire to learn, try something new, and not only embrace, but create change
- ✓ Proven ability to set, manage and meet deadlines and work under pressure
- ✓ Ability to effectively manage multiple projects simultaneously and adjust to shifting priorities with great attention to detail.

Communication is essential as you will liaison closely with many team members and be responsible for assisting with gathering reporting analytics, coordinating with outside vendors, etc. A background in digital marketing and communication is preferred. This is a big opportunity for a person who is driven, inventive and detailed-oriented.

About Us

For more than a decade, Envano has worked to help leaders navigate rapid change, and align their physical and digital experience. Our goal is to help you find value in the ever changing digital world and realize your desired business impact.

What makes a good Envano team member?

We seek to redefine the landscape in digital, whether it's marketing, sales or service for and with our partners. We don't develop technology, we leverage it at the right time in the right way to the benefit of our partners. Our team is filled with dynamic, assertive thought leaders who excel in their chosen disciplines. Yet, we all understand and accept we are only one piece of a successful team. Passionate, exuberant, feisty, challenging, assertive, innovative and creative are all words that are used to describe us.



You're Curious

You seek to learn new things and are excited to look at the world differently. You are great at helping others see through different lenses.



You've Got Serious Skills

You are not afraid of working with a passionate group, even if they challenge you professionally.



You Love Technology

You are connected in social media. You try new apps and software, love getting new devices and turn to Google when you want to know about something.



You're Nimble

You are not afraid of hard problems or seemingly impossible challenges. Change doesn't scare you, it energizes you.



You're a Goof

You think about your work all the time, in fact you have trouble knowing when you are working and playing.