

## JOB DESCRIPTION

### Paid Media Manager

**Full-Time | Remote | Company based in Phoenix, AZ**

Axle Eight is a boutique digital marketing agency with clients across the globe. We work with small to mid-sized companies and love bold brands who aren't afraid to push the boundaries of the "status-quo" for their respective industries. From SEO and content creation to paid ads and email marketing, companies choose to work with us because of our adaptability and "human-first" approach to all of our relationships.

We've had rapid growth the past 5 years and we are seeking an Incredibly sharp, creative, and self-directed social media strategist to join our team! - Also low key we're excited to gain someone on the team to add even more spice to our daily internal dialogues that may or may not get slightly off topic ;-)

#### **What you'll be doing:**

- From A to Z Ads: Be in charge of all aspects of ideation to execution and management of ads across digital platforms such as Facebook, Instagram, LinkedIn, Google, and Bing
- We are looking for someone who has really deep expertise in managing ad campaigns across Facebook, Google, LinkedIn and Display.

- Copywriting & Creative: You will be responsible for writing ad copy yourself and working with graphic designers to give them creative briefs.
- Testing: Creating ad testing plans and running various tests against different variables
- Management: Going in on a daily basis to see what is happening across all ad platforms and optimizing/making tweaks as needed
- Analytics: Diving into the data to understand what's happening with the ads we're running for various clients, diagnosing any issues, and relaying findings to clients in a smart and thoughtful manner.
- Reporting: Pulling the data and results on a monthly basis into reports that make sense for each client - Bonus points if you know how to manage reports out in Data Studio!
- Landing Pages: Providing recommendations on new and existing landing pages, sometimes going in and creating or editing them yourself.
- Consulting: You should be comfortable not just being an executor but being the go-to for ad strategy and questions from clients. You will wear a consultative hat and each client you work with will ultimately lean on you to be that source of expertise.
- Problem Solving: Often times a client will ask why conversions are down this week? Or why did X happen last month vs. this month?...and this is where you will be jumping into the analytics of the ads, landing pages, website, onboarding flow, and google analytics to see if you can diagnose what may have happened, then figure out the solution for how we plan on tackling the problem.

**Qualifications:**

- 4+ years of experience in Paid Social platforms (Facebook and LinkedIn)
- 4+ years of experience in Paid Search platforms (Google and Bing)
- 2+ years of experience with Google Analytics
- Love analytics and gleaning insights from data
- Experience leading calls with clients and/or executives
- Strong project management and organization skills
- Ability to shift between client work and master many different industries (no day is the same!)
- Flexible and okay with a start-up environment without the corporate structure
- Easy going and appreciative of the endless comedy behind bad cat videos and weird memes.

### **Extra brownie points if you...**

- Have B2B demand gen experience
- Have worked at an agency / as a consultant or freelancer
- Have worked for a start-up
- Also are a good copywriter
- Can build entire workflows and automations in platforms like Hubspot, ActiveCampaign, Zapier, etc.

### **You'll do really well at Axle Eight if you are...**

- A problem-solver who can roll-up-your-sleeves and find the solution to complex problems (often involving data and analytics)
- A strategic thinker and don't wait to take direction, you create the direction
- Comfortable completely leading initiatives on your own

- Wanting to help develop regular processes and protocol
- Really confident talking to clients at executive levels
- Cool with context switching and working on new things
- Detail-oriented and almost never let things slip through the cracks

We're a team, and we work this way. You should be willing to hop in on other general digital marketing activities outside of advertising when needed!

### **Culture fit is a big priority.**

Culture is everything to us at Axle Eight, and we have big goals for 2022 and beyond. That's why we want the person who joins our crazy team to not only be a polished social media coordinator, but fit into our family for the long-run. We're close-knit, driven, hardworking...but love to have fun too. A good sense of humor is an absolute must or truth be told, you may not survive this group.

**Benefits:** We have some great benefits if you ask us! (but we may be biased...)

- Competitive salary
- Profit sharing bonuses
- Great healthcare, dental and vision
- 401k
- Paid maternity and paternity leave
- Unlimited vacation days
- Birthdays are off!
- Work remotely
- Fun culture & team who actually enjoy one another
- Laugh a lot

**SUBMIT RESUME AND WORK EXAMPLES TO [INFO@AXLEEIGHT.COM](mailto:INFO@AXLEEIGHT.COM)**

Come join us on our journey!

Love,

*The Axle Eight Team*