



SPITFIRE INBOUND (PTY) LTD

PAID MEDIA SPECIALIST

REPORTS TO: LEAD SOCIAL MEDIA SPECIALIST

MAIN RESPONSIBILITIES

As the Paid Media Specialist, you will develop and manage the execution of paid acquisition campaigns, across both Google and social paid platforms. You will be responsible for analysing all data to find insights and inform decisions across all acquisition channels to enable growth.

Responsibilities:

- Build and manage acquisition campaigns across various social, SEM, and display channels to drive revenue and increase ROI.
- Analyze and optimize campaign performance based on data-driven insights and strategy using quantitative and qualitative analysis.
- Identify marketing performance issues and pinpoint the root cause analysis with the help of analytics tools such as Google Analytics.
- Effectively communicate complicated analyses by developing easy-to-use reporting or visualization dashboards (marketing planning and budgeting, marketing ROI, operational efficiency, campaign impact, awareness, events, and strategic KPIs).
- Understand new and relevant KPI metrics requirements for performance management and optimization purposes.
- Work with creative and marketing teams to test strategies and innovation.
- Deliver quantifiable improvements in ROI and cost per conversion (CPA) across all channels.

Qualification and experience:

- At least 3 years of experience with conceptualising and managing paid media campaigns, with demonstrable examples.
- Bachelor's degree in Marketing or relevant field.
- In-platform execution experience setting up campaigns in Facebook Ads Manager, Google Ads, LinkedIn Campaign Manager and additional relevant platforms.
- Deep understanding of paid analytics to build out valuable insights and recommendations for ongoing campaign optimisation.
- Proven track record of building and scaling paid media campaigns with a strong focus on ROI.
- Outstanding presentation skills.
- Excellent written and verbal communication skills.
- Strong project management skills.

- Critical thinker and creative approach.

Skills required:

- Performance Marketing
- Paid Social
- Competitive Analysis
- Marketing
- Display Advertising
- PPC
- Marketing Automation
- Reporting