

My Job Search

Paid Media Specialist

Digital strategist ,Western Cape, South Africa

Description

Paid Media Specialist

An exciting opportunity exists within our fast paced and growing Digital and e-commerce department based in Cape Town for a **Paid Media Specialist**. You will be directly responsible for the day-to-day management of ad accounts across multiple networks, including implementation of Google Ads (search and display), Google shopping, Facebook, Instagram, You Tube (and other) to deliver ROI for a diverse portfolio of brands within the footwear industry.

Minimum Requirements

- Degree or Diploma in Marketing or Digital Marketing
- Minimum of 5 years' experience in a similar role
- Meta Certified 410 – 101 Media Buying Professional – must be verified.
- Google Ads Certified – must be verified.
- Google Analytics Certified
- Expert knowledge of Google Tag Manager & GMP
- WooCommerce Super User – need to have had experience in an ecommerce environment.
- HTML, CSS & PHP Expert
- Server, Server Firewall & mySQL Database Knowledge
- Experience in running ads in the Ecommerce industry where Revenue exceeds R750k p.m

Duties include the following, but not limited to:

- Strategically plan, execute, and optimize media buying campaigns across various platforms, leveraging expertise in the advertising ecosystem.
- Apply in-depth knowledge of media buying principles, targeting options, and ad formats to achieve campaign objectives.
- Manage Google Ads campaigns with precision, utilizing advanced targeting techniques, bid strategies, and ad extensions to drive optimal results.
- Stay updated with the latest Google Ads features and best practices to enhance campaign performance.
- Interpret and analyse data from Google Analytics to extract actionable insights and make informed decisions to enhance campaign effectiveness.
- Monitor key performance indicators (KPIs) and provide recommendations for optimizing user experience and conversion rates.
- Implement and manage complex tracking setups using Google Tag Manager to ensure accurate data collection and facilitate data-driven decision-making.
- Collaborate with cross-functional teams to integrate Google Marketing Platform (GMP) tools effectively and enable seamless campaign measurement.
- Generate comprehensive reports detailing campaign performance, highlighting key metrics, trends, and insights.
- Provide actionable recommendations for campaign optimization based on data-driven analysis and industry best practices.
- Serve as a WooCommerce super user, proficiently navigating the platform to add any HTML for your reporting purposes.
- Optimize the WooCommerce setup to enhance user experience, streamline the purchase process,

- and maximize online sales.
- Design and manage MySQL databases, including schema creation, data migration, optimization, and performance tuning.
- Develop and execute database queries, ensuring efficient data retrieval and manipulation for web applications.
- Collaborate with cross-functional teams, including designers, other developers, and stakeholders, to translate requirements into functional web solutions.
- Troubleshoot and resolve complex technical issues, identifying root causes and implementing effective solutions in a timely manner.

Salary: R25 000 to R35 000 CTC

Please send your CV to info@dymaxa.co.za

If you don't hear from us within 3 weeks of your application, please consider your application unsuccessful.

Advertiser details

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More details

Company Name	Dymaxa Recruitment
Advertised By	Agency
Job Type	Full Time
Language	English
Gender	Any
Drivers Licence	None
Highest Education	Diploma
Experience	5+ yrs
Salary	R 35000
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