



Title: Social Media Advertising Product Lead

Department: Digital

Reports to: Digital Director

Job Summary:

The Social Media Advertising Product Lead manages the Paid Social service including Facebook Ads and any future social media advertising services.

Overview:

- Manages and optimizes Facebook Ads campaigns for a network of automotive dealer clients (50+/-)
- Responsible for developing Facebook Ads and any future social media advertising into a best-in-class service for our clients.
- Responsible for the overall campaign structure and execution for all clients
- Develops advertising strategies for new and current clients to meet their goals and objectives
- Produces internal and external reports for clients and coworkers
- In-house expert for Facebook Ads and any other potential social media advertising campaigns
- Trains new hires on Facebook Ads planning and execution
- Onboards new accounts through Facebook Business Manager

Preferred Qualifications

- 3+ years' experience managing paid social media campaigns
- Bachelor's degree in a related field
- Strong attention to detail
- Proficient in Excel and Facebook Ads Campaigns
- Facebook Blueprints Certified preferred
- Experience with Facebook Conversions API preferred
- Knowledge in Google Sheets, Google Data Studio and Google Analytics a plus
- Team player willing to work in a fast-paced agency environment