



## **Paid Social Media Specialist – One Big Switch**

### **Exciting StartUp Role**

- Dynamic and fast paced working environment
- Vibrant, agile and highly skilled team
- Opportunity to grow in a recently expanding StartUp

One of Ireland's most innovative media and digital start-ups is looking for a new Paid Social Media Specialist.

One Big Switch is one of Ireland's most innovative and fast growing media and technology businesses, working behind the scenes with many of Ireland's major media companies.

We are looking for an experienced and talented **Paid Social Media Specialist to drive the One Big Switch social media advertising strategy, with a key focus on Facebook.**

The role reports directly to the Head of Operations and will oversee the company's re-marketing strategy on Facebook and Google.

### **Responsibilities:**

- Drive the One Big Switch social media and paid search advertising strategy
- Work with the Head of Operations to develop and execute end-to-end Facebook and Google advertising strategies.
- Daily creation and optimisation (lower cost per acquisition) of Facebook and Google Ads (Facebook Ads Manager and Google Adwords essential)
- Work with our graphic designer and content team to develop graphics and digital advertisements (experience in copy writing and set up of ads essential)
- Develop best practice for Facebook and Google Ad Re-targeting
- Work with the Head of Operations to deliver cohesive campaign communications
- Monitoring the daily success of Facebook and Google ad campaigns, weekly reporting results and adjusting campaigns in response to results.
- Tracking and tagging of all campaigns

## Essential Skills/ Requirements

- A minimum of 2-3 years professional experience in social media marketing or as a digital media specialist
- In-depth knowledge of **Facebook Ads Manager, Power Editor and Adwords is a must**
- Experience in creating campaigns, custom audiences, ad sets and adverts in Ads Manager, Power Editor and Adwords
- Knowledge of different advert types in Ads Manager e.g. static post, carousel, canvas
- Experience with Google Display Network and Search Network campaigns in **re-marketing and acquisition campaigns**
- Data driven - reporting on ad campaigns via Ads Manager, Power Editor, Adwords and Google Analytics
- Experience managing advertising budgets and running multiple ad campaigns
- Thinking outside the box when it comes to ad ideas and engaging Facebook and Google ads.
- Impeccable attention to detail and numbers
- Excellent writing and communication skills
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.
- The motivation, passion, provocativeness of a self-starter.
- Bachelor degree in Commerce/ Business/ Marketing/ Ecommerce or related fields

Remuneration will be market competitive. If this sounds like you, apply now with a CV and cover letter. Email: [jobs@onebigswitch.ie](mailto:jobs@onebigswitch.ie)