

LEDGER BENNETT

Paid Media Specialist

Chicago, IL, United States

Ledger Bennett is looking for an experienced Paid Media Specialist to join our team in Chicago.

What will my new role involve?

As a Paid Media Specialist, you will become crucial to the expansion of our Media function and be responsible for developing skills across our ever-growing team of passionate paid and organic specialists. Providing additional resource to a busy department that is growing rapidly is just the start, you'll be working closely with the Media Team Lead to expand our capability as we grow and to coach our existing team in the latest media channels and develop them both personally and professionally. Working within a team dedicated to the delivery of Inbound campaigns, this role will require you to:

- Be passionate about all things B2B marketing
- Own the performance of your campaigns and drive internal teams and the client around perpetual performance
- Demonstrate ability to architect comprehensive testing plans to improve performance across a number of clients
- Work autonomously, take direction, translate that into action and delegate across the team where appropriate
- Manage inbound marketing campaigns across all channels, including Search (paid and organic), Social (paid and organic) and Media (including display, remarketing and programmatic advertising)
- Drive perfection and high performance across all aspects of the team, be that delivery, quality, performance, leadership
- Work closely with the Head of Media to ensure team structure and resourcing is appropriate and be proactive in identifying future team requirements
- Have an excellent grasp

Our ideal Paid Media Specialist

If you have proven experience in client-facing or lead roles guiding/delegating execution and owning long term strategic approach & growth of accounts, the role of Paid Media Specialist could be ideal for you! To be considered for this role, you must have the following skills and experience:

- Experience and previously worked in highly effective teams delivering inbound marketing tactics.
- Be an expert in delivering in these platforms; Google Adwords, Google Analytics, Facebook Business Manager, LinkedIn Ad Platform and Programmatic DSPs
- Experience in planning, executing, managing and reporting on Programmatic and Social Media is essential, with previous Search Engine Marketing (SEM) agency experience

- Good understanding and experience within real-time and contextually targeted display, social media, retargeting, IP look-up technology, conversion optimization and web analytics
- Manage client relationships, expectations and projects in a highly organised manner and ability to prioritise work.
- Have a strong understanding of the timescales involved with a project, scheduling and budget experience
- Results and delivery focused with a willingness to work long hours, often under pressure
- Excellent communication skills, both written and oral, and experienced in dealing with many stakeholders
- Be a natural leader, inspire and coach the individuals in the team so they can be the best versions of themselves
- Have a keen eye for detail and be able to give critical messaging and creative feedback
- Have a desire to understand the latest digital marketing trends and a hunger to continually develop as a professional

What can we offer you?

As our Paid Media Specialist, you will be entitled to a **highly competitive salary of up to \$80,000 dependant on experience** plus a range of benefits including:

- Generous PTO allowance of 20 days per year
- Health Insurance with Vision and Dental; A comprehensive plan with company matching for all dependents up to 100%, including 50 % reimbursement for Vision and Dental insurance with Blue Shield, Available on the 1st of the following month after 30 days' employment
- Team Outing; Travel opportunities across the US and Europe.
- Company Wellness plan with Class Pass matching; Online well-being account including counseling and support through BalanceWorks, Perscription drug discount card, Employee discount card and rewards program through Working Advantage, 50% company matching for up to 3 classes per month with Class Pass
- Generous 401k matching - Matching up to 4% with an easy to use, online system for maintaining your 401k
- Commuter benefits scheme
- Flexible Spend Account access
- Life insurance plan
- A people framework

Why work for Ledger Bennett?

At Ledger Bennett you will implement best-in-class marketing solutions and adopt new and emerging technologies.

We are a well-established business of experienced digital marketing professionals working in global teams to deliver data-driven solutions to complex marketing, sales and customer success problems.

We are growing rapidly with new offices in London, San Francisco and Chicago established in 2017. Joining us now you will be part of a fast-paced and innovative agency and will have a chance to be a key part of this growth.

If you have the skills and experience to excel as our Account Director, click [APPLY](#) with your resume.