



Role: Social Media Specialist

The Social Media Specialist will be responsible for building and managing ongoing client relationships while working with the digital activation team and creative team to develop and execute campaigns. The platforms you will be responsible for are Facebook, Instagram, Pinterest, Twitter, LinkedIn, Snapchat, Tumblr.

The specialist will be responsible for managing integrations to client accounts and set up tracking implementations as needed.

Location: London

What you'll be working on:

- Daily budget pacing
- Bid management and optimizations
- Development of keywords (for search) or interest targets (for social) and copy builds following Petram's and the client-specific best practices
- Thorough QA of accounts when prospecting clients helping the business development team
- Campaign Launches
- Reporting
- Know which optimization tactics are appropriate to leverage based on client's goals and data analysis
- Developing a strategy for each client to fit their individual needs and provide reasoning for each decision made in platform
- Able to work and prioritize within timelines, and effectively communicate in both verbal and written form

Requirements:

- 3 years of work experience as a digital and/or social media specialist focused on delivering and optimizing search marketing and/or other interactive advertising campaigns.
- Understanding of Facebook and Instagram as well as Google Adwords as a minimum.
- Understanding of the ad tech space and a passion for growing projects from the ground up.
- Excellent written and verbal communication skills
- Highly proficient with Excel (Lookups, Array Formula, Conditional Logic)