



The Paid Digital Media Specialist is key player within our 25-person agency who is responsible for developing and executing paid digital strategies to drive results for our clients, including paid social, paid search and programmatic display. This ideal candidate thrives in building, maintaining, and optimizing paid digital advertising campaigns and has a proven, methodological approach. The position requires a blend of strategy, hands-on execution, and teamwork.

Responsibilities

- Develop insight-driven multichannel opportunities for HS clients, including paid search, paid social and programmatic display
- Provide support to account team and clients with digital insights, recommend campaign spends and ongoing optimization strategies to maintain robust digital campaign health and performance
- Present to current clients and prospective clients
- Translate digital strategies into ideas and solutions; partner with teams to ensure strategies and programs are effectively implemented
- Create standardized formats for internal and client reporting which provide key performance metrics, analyses and optimization recommendations for client campaigns
- Serve as a passionate internal expert on digital and social media trends; develop ongoing points of view on emerging media and technology and consistently socialize across team
- Develop advertising strategy, budget and timeline based on client objectives and KPIs.
- Plan, set-up, launch and optimize paid search, paid social and programmatic campaigns.
- Oversee day-to-day management of campaigns and ensure brand consistency.
- Ensure progress on all platforms by using analytical tools such as Google Analytics, Agency Analytics, Call Rail and others.
- Create and manage social content calendar and planning
- Develop and present monthly reports including key performance metrics, insights, optimization, and recommendations for client campaigns.
- Work closely with both Account and Digital teammates

Qualifications

- 5+ years experience in an agency or other client-facing business, with in-depth knowledge of paid digital space, media channels, technology and how trends affect marketing
- In-depth understanding of how paid digital media is produced and deployed in market
- Ability to analyze business objectives and competitive landscape and develop multichannel strategies for clients
- Strong interpersonal and communication skills
- Track record of working with teams to produce compelling, objective-driven campaigns
- Google Ads, Google Analytics and Facebook Blueprint Certifications are important pluses
- Experience with ad spends ranging from \$5,000 to \$100k+ per month
- Bachelor's degree or equivalent
- Strong written, verbal and collaboration skills

Healthcare Success is committed to considering all candidates regardless of their gender, sexual orientation, race, age, socioeconomic status, religion or disability. Applicants who require accommodation in the job application process may contact jmancino@healthcaresuccess.com.