

# Senior Media Buyer Job Description

Are you tired of only getting a pat on the back when your digital marketing campaigns continually make money for your clients, but not for you.

Are you looking for a position that rewards hard work and exceptional performance?

Are you tired of hearing your customers constantly want to pull-back on their digital ad spend when every dollar they spend, makes them 2 dollars or more in return?

Do you want to pick and choose the industries that you work in?

Do you want campaigns with unlimited budgets?

Would you rather be able to turn off a campaign, industry or niche when it stops performing?

Would you like the freedom to test ANY idea that you have?

If you answered yes to most of these, keep reading this position might be right for you.

The Media Buyer is responsible for driving revenue and profit for the company through the successful creation and implementation of paid digital marketing campaigns. You will be expected to manage between \$80k-\$300+k in monthly ad spend. This is a performance based position, the better your campaigns perform, the more you will be compensated.

## Requirements

This is a digital marketing position focused on PPC campaigns. We are looking for candidates that have experience primarily in buying search, display, native and/or social ads.

- BA/BS in marketing, business or communications
- 4-10 years experience creating and managing PPC based digital marketing campaigns in social, search, native or display.
- Ability to create successful campaigns in any niche or vertical.
- Analytical thinker, ability to make decisions based on KPIs.
- Ability to make modifications to content to best fit the needs of your campaign.
- Self-Directed and self-motivated.

## Bonus Skills

- Ability to perform in-depth keyword research.
- Deep understanding of what makes people take action on the web.
- Understanding of basic html.
- Basic photo editing.
- Familiarity and usage of custom audiences.

## Day to Day

The daily activities of the campaign manager include:

- Finding, modifying and/or requesting content necessary for maximum performance of campaigns.
- Keyword research
- Campaign creation in our internal tracking system and on the selected marketing platform including creative development.
- Analyzing previous day/week performance of each campaign and making necessary adjustments.
- Increasing and decreasing budgets as necessary based on the KPIs of your campaigns and the overall company goals.
- Creating new ads for existing campaigns, testing new creative angles to reach the campaign goals.

## Compensation

Competitive salary, paid holidays, company paid health insurance, 5% 401k match and monthly bonuses based on performance. The average Senior Media Buyer can expect to earn between \$105-145k.

## How To Apply

To be considered for this position, please send your cover letter and resume to [tim@nd2a.com](mailto:tim@nd2a.com). Remember when sending, we are looking for someone that knows how to get people interested and engaged while on the internet.