



Position Title: Digital Marketing Specialist
Location: Akron, OH
Position Reports To: Vice President
Date: January 8, 2021

Summary description of position:

The Digital Marketing Specialist creates and coordinates digital advertising campaigns for clients. This role discusses the needs and goals of clients, designs ads to meet these goals, and places paid ads in social media, search engines, ad marketplaces, and other digital platforms. This role optimizes ad campaigns and provides necessary reporting and analysis.

Specific Responsibilities:

The Digital Marketing Specialist works with the Vice President of Digital and client reps to:

- Coach clients and internal staff about what is possible in digital advertising
- Discuss goals for specific campaigns and identify which solutions will work best
- Build targeted audiences in digital advertising platforms
- Conduct keyword research and create plans in a digestible format for clients
- Create new and update existing ads
- Create test plans for advertising
- Work with Business Intelligence team to provide on-going campaign performance reporting and recommendations for improvements
- Identify areas for improvement and opportunities to grow in digital advertising for clients
- Stay up-to-date on latest digital advertising technologies, platforms, and solutions

Includes:

- Participating in departmental and BBS staff meetings
- Complying with all regular functions of employment within the agency
- Handling other tasks or projects as assigned by the President
- Consistently exemplifying BBS Mission, Core Values, and ServantHeart culture
- As assigned, assisting with training and orientation of other BBS staff
- Handling other miscellaneous duties as needed to support BBS & Associates and as deemed necessary by BBS leadership

Qualifications:

- Maintain Confidentiality
- Self-starter
- Detail oriented with strong organizational skills
- Works well in team environment
- Effective professional communication skills, both oral and written
- Familiarity with MS Word, MS Excel, Chrome, Power Point, and Outlook
- A minimum of two years' experience working with Facebook Ad Manager, Google Analytics, and Google AdWords.
- Four-year college degree preferred with coursework, or commensurate experience in digital advertising required

BBS & Associates Purpose:

We strive to glorify and serve God by engaging people's hearts and minds — to extend His Kingdom by advancing a ministry's unique God-given vision.

BBS & Associates Core Values:

- We seek to glorify God together and recognize Him as the Source of all provision.
- We strive to work and act with integrity.
- We strive to carefully steward our God-given abilities in order to serve and empower our clients and each other.
- We work hard and strive to exceed the needs and expectations of our clients.
- We strive to work as a team and treat each other as we would like to be treated.
- We seek to encourage ministries to document authentic results — not only the financial, but also the practical and spiritual.

Send resume to: BBSHR@servantheart.com