



## **Piccolo Marketing Digital Ads Specialist**

Piccolo Marketing is a unique group of experts who handle all aspects of marketing, and we are looking for a Digital Ads Specialist to join our team!

The ideal candidate will create digital ads for Google, Facebook, and other platforms as needed. You will analyze, review, and implement changes to ads as needed and be able to accurately track conversions. You will be able to implement actionable strategies that will improve digital ads for a variety of clients and unique industries.

Piccolo Marketing is an outsourced marketing firm and we seek to assess where our clients are, where they are going, create a strategy on how they can get there, and then execute the plan for them. As a Digital Ads Specialist, you would provide Setup & Maintenance to Google Ads, Facebook/IG Ads, Ads Reporting, Recommendations, and Analysis to our team as well as occasionally connecting directly with clients to answer any in depth questions.

### **WHAT YOU WILL DO**

- Keyword research & ranking analysis for Ads
- Create and Setup Digital Ad Campaigns
- Monitor and Manage Ads Ongoing
- Provide Insights to Improve Conversions
- Communicate with client's account manager to determine client needs and answer questions around reporting as needed
- Communicate directly with clients as needed

### **WHAT YOU NEED TO BRING**

- A computer, reliable internet access, and phone
- Strong, timely communication (email & verbal)
- Professional image and entrepreneurial spirit
- Positive attitude, high energy and team-oriented
- Strong interpersonal skills
- Strong time management skills
- Ability to exercise sound judgment required to plan, prioritize, and organize a significant workload with frequently changing priorities and activities
- Demonstrated assertiveness, with a strong sense of urgency
- Ability to handle confidential information with discretion



- Ability to maintain a professional demeanor at all times
- Ability to work effectively with executive management and the people who support them
- Ability to work independently, disciplined, self-motivated, and results-driven

#### **WHAT YOU WILL ENJOY**

- Completely remote work environment
- Flexible schedule, you set your own schedule and manage your time accordingly
- Team oriented atmosphere of support

#### **PREFERRED QUALIFICATIONS**

- 2+ years of technical experience
- Strong analytical skills
- Understanding of Google Ads
- Understanding of Facebook Ads
- Basic HTML knowledge

If you read to the end of this job description and you're saying, "YES THIS IS ME!!!", then we look forward to talking with you.

### **OPERATIONS UNDER COVID-19**

The onset of COVID-19 caused Piccolo to reassess our growth and trajectory for 2020 and 2021, but with careful management of resources, we have continued to expand. The company remained on sound financial footing and continued to grow at a sustainable rate throughout 2020 and now in 2021.

We have been a remote workplace since our inception in 2014 with limited in-person meetings. In March of 2020, we quickly transitioned to a 100% work-from-home stance in response to the threat from COVID-19.

We will continue to work in a 100% remote environment and plan to have limited in-person meetings as the threat to public health from COVID-19 declines.