

Digital Marketing & Advertising Manager

Job Summary:

Noise New Media is seeking a highly skilled, experienced and fun Digital Ads Manager to oversee and execute digital advertising campaigns. The successful candidate will be responsible for creating & managing campaigns across multiple platforms, creating and executing email campaigns and communicating directly with our awesome clients.

About Us:

For 15 years, Noise New Media has been a leading digital marketing partner for some of the largest fairs, festivals, rodeos and comedy clubs in North America. We are extremely client focused, and have helped our clients increase their online ticket sales year over year. Cumulatively, we market the sale of more than 11.2 million tickets per year.

Key Responsibilities and Accountabilities:

- Serve as a direct point of contact with clients to provide customer service, develop campaigns and seek approvals
- Be happy, smile, and bring a positive attitude to our team
- Place and optimize social and digital advertising across all platforms
- Ability to create and manage client advertising budgets
- Monitor, record, analyze and report on activities, trends, results and recommendations relating to digital marketing efforts
- Communicate project requirements to designers & video editors pertaining to content creation and revisions
- Manage the creative development process for digital ads
- Actively participate in brainstorming and ideation sessions for all campaigns
- Attend training to develop relevant knowledge and skills
- Maintain awareness of current social media marketing and online advertising trends and techniques
- Write copy and create elements for marketing emails
- Manage and maintain list segments in multiple email management systems (Mailchimp, Hive, Constant Contact, Ticketmaster, etc)

Requirements:

- 4 years professional online marketing experience
- Thorough knowledge of online marketing and social media content creation
- Proficient with Facebook Business Manager
- Proficient with Facebook Ads Manager
- Proficient with Google Search Ads
- Expert knowledge of main social media platform functionality including Facebook, Instagram, Twitter, TikTok, etc
- Working knowledge of Google Analytics, Google Drive, Wordpress

and Google Adwords

- Understanding of basic Photoshop functions and ability to resize/manipulate layered Photoshop documents
- Excellent written and verbal communication
- Attention to detail and accuracy
- The ability to work well under pressure and meet deadlines
- Ability to manage several different projects simultaneously
- Must have or obtain Meta Blueprint and Google Ads Certifications during the first 60 days of employment

Great to Have:

- Experience with any aspect of music festivals, agricultural/state/county fairs and rodeos
- Experience with ticketing systems and understanding ticket reports
- Knowledge of contemporary music and radio including Country, Pop and Rock

Hours:

Monday-Friday 9:00am-5:00pm. This is a full-time, 40 hour per week role.

Work Remote / Hybrid

Paid Time Off: 10 Business Days per year, beginning at hire date. Hours are accrued on hire-date anniversary and may not exceed 10 business days.

Salary: \$55 - \$60K

Company Holidays: Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas, New Years Day

Employer sponsored Health Insurance

Contact: info@noisewmedia.com