

The Marketing Manager, Paid Media (MMPM) is responsible for strategically planning, delivering, managing, and optimizing paid media campaigns for FUEL and clients, including both digital advertising campaigns and direct-to-publisher/traditional media buys. More importantly for us is how the Marketing Manager will approach these tasks. We're looking for someone with an integrated point-of-view, who instinctively understands the importance of Strategy, Creative, and Media working together throughout the entire campaign development process, not simply reacting to what one department stipulates. We would like this role to serve as the bridge between all three, ensuring one unified, results-driven communication strategy across all touch points.

Responsibilities:

- Establish an integrated approach between strategy, creative, and media, so the result is a unified campaign
- Plans, executes, maintains, and optimizes successful digital advertising campaigns that drive qualified traffic and conversions
- Plans and executes successful traditional media buys
- Performs research to inform recommendations for paid media buys and informs paid and organic search strategy
- Coordinates with the creative team to provide specs and additional guidance/direction for ad campaign needs
- Assists in producing dashboards and reports for FUEL and clients
- Contributes expertise during client meetings and reporting calls
- Regularly contributes to content development
- Coordinates with the Marketing Manager, Digital Analytics to ensure all tracking needs for new and existing campaigns are implemented and tested
- Assists in review and QA of web properties

Qualifications:

- At least 3 years in communication/engagement planning/managing paid digital media campaigns. Media and creative agency experience is ideal
- Deep understanding of the media landscape, both offline and online
- Experience using media-based insight tools
- Excellent written and verbal communication skills
- Results-driven planner, passionate about merging strategy and creativity
- Carry out all duties in accordance with company policies and standards
- Continually be an ambassador of the FUEL brand