

# Paid Social Media Specialist

<b>Remuneration:</b>	negotiable
<b>Location:</b>	Johannesburg, Ilovo
<b>Remote work:</b>	Some remote work allowed
<b>Education level:</b>	Diploma
<b>Job level:</b>	Mid
<b>Type:</b>	Permanent
<b>Reference:</b>	#PAID SPECIALIST 2024
<b>Company:</b>	<a href="#">CBR Marketing Solutions</a>

A paid SM specialist is responsible for managing the optimisation and reporting of paid search campaigns, ensuring exceptional results for performance-minded clients. The successful applicant would be required to manage the budgets, campaigns and organic/paid efforts of clients who are utilising one of the department's services which can include but is not limited to:

- Social media paid advertising
- Daily campaign budget management
- Creation and optimisation of advertising
- Paid media reporting

**Key objectives of the role, will include but are not limited to:**

## Social media advertising

The social media paid specialist is required to have an in-depth understanding of all elements involved in social media advertising such as, but not limited to Social media tracking parameters (Pixel's and Audience Tags) budget planning, advertising objective planning, bidding strategies, conversions and audience building. He/she will need to provide recommendations and execute strategies for account performance opportunities, campaign structuring, targeting, locations, CPA, CPC, ad formats, bid strategies, and other facets of social media advertising in accordance with client goals. This applies to, but is not limited to the following Social Media advertising platforms:

- Facebook business manager
- LinkedIn campaign manager
- Twitter advertising interface
- Instagram

## Research and strategy

The social media paid specialist is also involved in the formulation of the paid media strategy for clients that make up part of their client allocation.

## Industry knowledge

The social media paid specialist is expected to keep abreast of the latest trends in the industry, constantly conducting research or monitoring changes in the social media advertising community.

**Minimum requirements and not negotiable:**

- 2 -3 years exp. in a similar role, preferably within a digital agency, **MUST** have relevant google certifications.

- In-depth understanding and use of FB Business Manager (LinkedIn, Twitter, and Insta would be an advantage)
- Proven track record and evidence support successfully running campaigns and budgets.
- Knowledgeable and experience in Social media tracking parameters (Pixel's and Audience Tags), budget planning, advertising objective planning, bidding strategies, conversions, and audience building

All applications to be forwarded to : [nishar@cbrmarketing.co.za](mailto:nishar@cbrmarketing.co.za)

**Closing date: 31/05/2024**

**Communication will only be made with shortlisted candidates, should you not receive a reply within two weeks of the closing date please consider your application as unsuccessful.**

Posted on 25 Apr 10:44, Closing date 24 Jun

#### **Apply by email**

Nisha Reddy  
[nishar@cbrmarketing.co.za](mailto:nishar@cbrmarketing.co.za)

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