

Digital Paid Media Specialist – Markham, ON

We are the goba Sports Group and we believe in getting people to Go Outside and Be Active! We provide quality outdoor products for Performance, Team, Recreational and Family Yard activities. We, along with our distribution partners, represent 8 brands in 20 countries including Springfree Trampoline, Athletic Locker, Teva, Hoka One One and tgoma. We are a dynamic and entrepreneurial company that can give you a fun, empowering and positive place to work.

Reporting to the Director Ecommerce and Digital Strategy, and as part of the Web Paid Services team, the Paid Media Specialist (Social Media) is responsible for developing and implementing strategies for paid media buys in applicable social media channels for all brands under the goba Sports Group. *This job is located at Hwy 7 and Warden Avenue in Markham.*

ESSENTIAL DUTIES

- Develop digital paid media strategies based on the business goals of each brand under goba Sports Group – Springfree Trampoline, Hoka One One, Teva, Sanuk
- Perform daily management of advertising accounts on social media channels for all goba Sports Group brands in US, CA, AU and NZ.
- Manage annual digital advertising budgets, maintain and monitor bids, daily and monthly budget caps.
- Provide insights to optimize creative copy suggestions for ads, graphical ad templates and concepts for landing pages that convert traffic.
- Provide recommendations and execute strategies for campaign structuring, audience targeting, and other facets of paid media features that meets our goals.
- Develop test and optimization strategy for ad copy and creatives, ad types, audience, bidding tactics.
- Develop customer segmentation and sales funnel for personalization and remarketing strategy.
- Discover new ways to expand brand reach in other emerging social platforms.
- Generate weekly and monthly internal client reporting and analysis for all major metrics, goals tracking, revenue tracking, and other paid media initiatives.
- Keep pace with industry trends and developments related to paid social media landscape.
- Monitor and administer analytics dashboards, reports and key reporting tools, and draw actionable insights that help further internal client goals.
- Communication to team and management on project development, timelines, and results.

SKILLS, KNOWLEDGE AND ABILITIES

Paid Media Specialist role is multifaceted and will appeal to people with all or some of the following skills and experience:

- Collaborative
- Project Management Experience
- Results Driven
- Experience in Digital Paid Media strategy
- Entrepreneurial Spirit
- Analytical Thinker
- Strategic Thinker

Apply via e-mail to hr@gobasports.com

BEHAVIOURAL COMPETENCIES

- Customer Focus: Is dedicated to meeting the expectations and requirements of internal and external customers
- Drive for Results: Can be counted on to exceed goals successfully
- Action Oriented: enjoys working hard, is action oriented and full of energy for the things s/he sees as challenging; not fearful of acting with a minimum of planning.
- Organizing: Can marshal resources (people, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal.
- Interpersonal Savvy: Relates well to all kinds of people – up, down and sideways, inside and outside the organization; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.
- Dealing with Ambiguity: Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; can comfortably handle risk and uncertainty.
- Perseverance: Pursues everything with energy, drive and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks.

EDUCATION AND EXPERIENCE

- University degree or college diploma required (preferably in marketing or communications)
- 3+ years of experience working in a similar role
- Must have strong Facebook Business Manager experience
- Must have previous digital media buying and management experience
- Must have previous experience reporting on paid ad benchmarks, including those from social media channels
- Familiar with Google Analytics or other reporting tools.
- Proficiency in standard business applications such as Word, Excel PowerPoint
- Some graphic design knowledge (Photoshop) would be an asset