**Paid Social Media Buyer**As a Social Media Ads Manager you will be responsible for planning, executing, and optimizing our media buying strategies across our multi-brand social media platforms. You will work closely with our cross-functional teams to ensure that our brands reach the right audience and drive player engagement and revenue growth. Your data-driven approach and creative thinking will be crucial in achieving our marketing goals.

**Key Responsibilities:**

* Campaign Execution: Plan, launch, monitor, and optimize paid campaigns across our social media platforms to maximize ROI and achieve KPIs.
* Test and Scale: Conduct multivariate tests to identify winning creative and audience combinations, scaling successful strategies
* Data Analysis: Utilize analytics tools to assess campaign performance, analyze key metrics, and provide actionable insights. Optimize campaigns based on data-driven decisions to enhance efficiency and effectiveness.
* Creative Collaboration: Work closely with the creative team to develop engaging ad copies, visuals, and multimedia content that resonate with the target audience. Ensure cohesive messaging and branding across all media channels and follow platforms best practices.
* Budget Management: Manage and track media budgets effectively, allocating resources strategically to maximize ROAS and achieving KPIs
* Reporting: Generate detailed reports on campaign performance, providing regular updates to the marketing team and stakeholders. Highlight successes, challenges, and recommendations for future campaigns and always on campaigns.
* Competitive Analysis: Perform competitive analysis to identify opportunities for growth in the PPC space and develop strategies to capitalize on them
* Communicate effectively: Provide clear, timely updates and insights to internal stakeholders
* Problem solve: Take Ownership of challenges, pivoting when needed to find solutions and ensure success
* Trend monitoring: Stay updated with social media advertising trends, emerging technologies and platform changes to refine and improve strategies continuously.

**Requirements**

* Bachelor's degree in Marketing, Advertising, Business, or a related field.
* Proven experience in media buying, preferably in the iGaming or entertainment industry.
* Ability to manage multi-million budgets effectively
* A solid understanding of how to create clear, well-structured technical specifications for development and art teams.
* Strong analytical skills with the ability to interpret data and make informed decisions.
* in-depth with social media buying tools and platforms, such as Facebook Ads Manager, Reddit, Snapchat, and Tiktok.
* Highly organized, detail-oriented, and able to manage multiple projects simultaneously.
* Excellent communication skills.
* Creative thinking and the ability to adapt to changing market conditions.
* A passion for gaming and an understanding of the iGaming community is a plus.
* Results-oriented mindset with a track record of achieving and exceeding targets.

**Benefits**

**Medical and Health Benefits:** We provide our employees with medical benefits, including dental, vision, prescription coverage, medical coverage, and health benefits.  
**Compensation:** We offer competitive salaries and annual bonuses based on individual performance and over achievement, as well as on the company's results.   
**Career Development:** We promote leadership opportunities and continued learning by offering paid courses that will expand knowledge and expertise, mentorship, and the opportunity to attend profile networking events worldwide!  
**Unique Perks:** Some company initiatives we run, tailored to our culture of celebration, include holiday parties, an annual trip to the Caribbean, anniversary celebrations, weekly ‘Happy Friday’ lunches, and a world of other fun experiences!