



# HURWITZ STRATEGIC STAFFING, LTD.

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*PROMOTING THE HIRING OF VETERANS OF THE U.S. ARMED FORCES AND MERCHANT MARINE.*

## CONTENT MARKETING PLATFORM COMPANY – PRINCETON/NYC/REMOTE

My client, a Princeton, NJ-based Content Marketing Platform Company, seeks to fill two new positions. Candidates preferably will be located in either Princeton or New York City, but may also work remotely. The company is growing quickly and prides itself on being fast-paced and fun. Employees have the option to work at the office 2-3 days a week, or remotely. A monthly all-hands meeting will be held, with the participation remote employees.

### **Paid Media Buyer/Trader**

Candidates with at least 1-3 years' experience running paid media campaigns optimized for Retention on Advertising Spends (ROAS) and/or website purchases for direct-to-consumer clients, are invited to submit their candidacy for this position as a digital media professional who will build, launch and optimize **conversion-based** campaigns on Facebook.

Candidates **must** be experienced and comfortable in the performance marketing space; understand how to run conversion campaigns on Facebook; like to plan and keep things organized; prefer to make decisions with good data but are not afraid to make educated guesses when necessary; ask good questions; care, listen and speak up. Having Facebook Blueprint certification, Google Analytics, and experience at a media agency would be preferred but are not necessary. The Buyer/Trader will be working with the Director of Paid Media, Creator and Content Team, Director of Client Success, Analytics and Dashboard Team, COO, Product Development Team, and CEO.

**Compensation** is \$70-80,000; medical, vision and dental insurance; equity.

### **AD TECH VICE PRESIDENT**

The Ad Tech executive will help the company envision, design, and manage the build of a series of ad technologies that can enhance their existing successful content platform. These enhancements might be an ad server, data management platform, demand-side platform, or other existing or new types of programmatic ad tech. Candidates **must have** a minimum of 5-10 years' relevant experience and a proven track record of success.

**Compensation** is \$125-150,000; medical, vision and dental insurance; equity.

To submit your candidacy, send a cover letter, along with your resume, to Bruce Hurwitz at bh@hsstaffing.com. Qualified candidates will be contacted within 48 hours. No phone calls please.