**Position**: Paid Media Specialist **Date**: 10/11/2024

**Department**: Marketing **Reports to**: Associate Director, Digital Marketing

**FLSA Status**: Exempt **Pay Grade:** 17

**WAEPA Mission and Values**

Worldwide Assurance for Employees of Public Agencies (WAEPA) is a nonprofit association (not an insurance company) seeking a Paid Media Specialist. This position reports directly to the Associate Director, Digital Marketing and will interface with the marketing team, other departments, and external partners.

WAEPA was formed in 1943 by federal employees for federal employees. The goal of WAEPA is to provide access to products and services that promote the health, welfare, and financial well-being of its members. Learn more at waepa.org.

**Introduction**

As part of the WAEPA Marketing Team, you'll join a dynamic, collaborative group that values your expertise, encourages innovation, and celebrates success. We foster creativity and teamwork, providing a supportive environment for professional and personal growth while driving measurable digital media results. We are seeking a results-driven individual passionate about data-driven strategies that accelerate organizational growth and deliver impactful outcomes.

At WAEPA, we believe in investing in our people and nurturing their development. By joining our team, you’ll play an integral role in advancing our mission while feeling empowered, valued, and supported at every step.

**Position Summary**

The Paid Media Specialist will be responsible for developing, implementing, and optimizing WAEPA’s paid digital campaigns across multiple platforms and funnel stages. Working closely with the Associate Director, Digital Marketing, this role ensures that paid media campaigns align with organizational goals and deliver positive, measurable results. This position requires hands-on, active monitoring and management of each digital ad platform.

**Key Responsibilities**:

* Collaborate with the marketing team to align paid media efforts with overall marketing strategies and business goals.
* Design, launch, and optimize paid media campaigns across channels including paid search, display, video, and paid social.
* Create and manage regular performance reports and dashboards to present to the marketing team and stakeholders.
* Conduct keyword research, audience targeting, and competitive analysis to inform campaign strategies.
* Optimize ad copy, bidding strategies and campaign components to maximize conversion rates.
* Monitor and analyze campaign performance, providing actionable insights to enhance campaign outcomes.
* Track and report on advertising costs and ROI, identifying opportunities and continuously refining strategies.
* Analyze creative performance and provide recommendations to optimize future creative assets
* Collaborate with creative teams to develop new content for each digital ad channel.
* Stay updated on industry trends and best practices to ensure WAEPA remains competitive in the digital media space.

**Knowledge, Skills, and Abilities**:

* 3-5 years of proven experience successfully managing paid media campaigns.
* Advanced knowledge of Google, Microsoft, and Meta Ads, and other relevant platforms.
* Excellent analytical skills with experience in reporting and data analysis.
* Strong understanding of digital marketing metrics and best practices, including conversion tracking, attribution, and ROI analysis.
* Solid project management skills with the ability to prioritize tasks across multiple projects.
* Excellent written and verbal communication skills
* Creative and analytical thinker with the ability to develop and execute strategic plans.
* Highly motivated, results-oriented, and a team player.
* Operate with the highest level of integrity.
* Ability to accept constructive criticism and adapt positively.

**Required Experience and Education**:

* Bachelor’s degree in business, marketing, advertising, or communications; or equivalent experience.
* 3-5 years of professional experience in paid digital media management.
* Hands-on experience and proficiency in: Google Analytics, Google Ads, Facebook Ads, Microsoft Ads, and other paid advertising platforms.
* Demonstrated experience using analytics platforms (ex. GA4) to make data-driven recommendations.
* Proficiency in Microsoft Office—Microsoft Word, Excel, Outlook, and PowerPoint.

**Preferred Qualifications**:

* Ad platform certifications (Google Ads, Facebook Blueprint, etc.)
* Proficiency with Google Analytics (GA4).
* Experience with CRM systems such as Microsoft Dynamics 365.
* Familiarity with audience data management, SQL, and other database sources.
* Knowledge of SEO best practices and integration with paid media strategies.
* Experience using project management tools like Asana, Jira, or Monday.com.

**Measure(s) of Success**:

* Achieve or exceed target performance metrics (KPIs).
* Provide post-campaign results, including ROI of campaigns, to demonstrate the value of media spend.
* Contribute to the organizational growth of 1% (~4300 new applications in FY 2024).

This position description should not be construed to imply that the requirements are the sole standards for the position. Incumbents are expected to perform all other duties as required.

Please sign below to acknowledge receipt of position description and responsibility for reviewing this document.

Employee’s Signature: Date:

Manager’s Signature: Date:

**Equal Opportunity Employer**