

Ads Specialist

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Who We Are:

Base Coat Marketing is a niche Digital Marketing Agency with a team of creative thinkers and strategists who are passionate about helping Painting and Concrete Coating businesses succeed in the marketing landscape. We generate unique, high-quality leads for Painting Companies and Concrete Coating Businesses using Website Design, SEO, Social Ads, Google Ads, Email Marketing, and more. Our commitment to delivering outstanding results is what sets us apart. We currently serve all across the United States and Canada.

About The Role:

As an Ads Specialist at Base Coat Marketing, you play a pivotal role in crafting and executing high-impact advertising campaigns across various platforms, including Google, Meta, Bing, LinkedIn, NextDoor, Pinterest, and TikTok. Your mission is to drive optimal results for our clients, improve conversion rates, and maximize ROAS. Your experience in managing ads on these platforms will be essential in driving results.

We are searching for a candidate who is an expert juggler and problem solver with a passion to learn and remain up-to-date with the latest industry trends. The ability to create, execute, and monitor the performance of ad campaigns to meet our client's internal goals is critical for this role.

The Day-To-Day:

- **Research** - Conduct thorough client, audience, and keyword research to set up ad campaigns that target the highest quality audience and generate the best possible ROAS. You must investigate and understand the unique requirements of each client to ensure we meet or exceed their expectations.
- **Create Quality Ad Campaigns** - Develop engaging ad creative and copy based on our client's specific requirements. This will include working in Google, Meta, Bing, LinkedIn, Pinterest, and TikTok advertising channels. This requires the ability to work well under pressure with an exceptional attention to detail.
- **Landing Page Development & Optimization** - Create landing pages designed to convert 15-20% of website traffic into qualified leads.

- **Monitor** - Closely monitor and proactively respond to underperforming campaigns. This includes connecting tools like Google Analytics, Zapier, and other reporting dashboards to our client's ad campaigns and having a process to regularly monitor and address issues as they arise.
- **Optimize** - Identify new opportunities that lead to iterative split-testing with the goal of identifying trends that continually improve conversion rates and generate quality leads at a lower CPL.
- **Training** - Coordinate training sessions with your team members to stay up-to-date on the latest campaign trends. Everyone, including yourself, should be confident in their ability to execute their job description effectively.
- **Communication** - Communicate clearly, promptly, and concisely with the internal team members, agency partners, and third-party vendors via email, Slack, Zoom, and phone. Everyone in your world should be proactively informed.

Skills and Experience:

- Proficient in creating, managing, and optimizing ad campaigns, with expertise in Google Ads, Meta Ads, Bing Ads, Pinterest Ads, and TikTok Ads. (Required)
- Proficient in Digital Marketing Strategy (SEO, Web Development) (Required)
- Strong attention to detail and excellent organizational and project management skills.
- Problem-solving skills with an advanced drive to identify and implement solutions.
- Proficiency in communication across all areas of the business, including problem evaluation and solution presentation.
- Passion for learning about the latest digital marketing trends, willingness to collaborate, and a proactive approach.
- Teamwork
- Flexibility and Adaptability
- Customer Service
- Time management

Tools We Use

- Google Ads
- Meta Ads
- Bing Ads
- Pinterest Ads
- TikTok Ads
- Asana
- Slack
- Google Workspace (Calendar, Gmail, Docs, Sheets, etc)
- Google Analytics
- Zoom
- Loom
- WordPress

- GoHighLevel

Job Type and Compensation

- **Location:** We are only hiring in Latin or South America for this position.
- **Remote Position:** This is a remote a stable high-speed internet connection, a computer (desk or laptop), a microphone and a camera.
- **Work Hours:** Monday-Thursday 8am-5pm Eastern, and Friday 8am-12pm Eastern.
 - *Note: Additional hours may be required to ensure the successful outcome of client results and that deadlines are met.*
- **Compensation:** \$1000 - \$2000 USD per month, based on experience.

Benefits:

- **Paid Time Off:** 10x days/year with the ability to earn an additional 2x days/year for every year you are with Base Coat Marketing.
- **Performance Bonuses:** Opportunities are available for every department to earn additional monthly or quarterly bonuses based on specific KPIs.
- **Half-Day Fridays:** As long as you have invested 40 hours up to 12pm on Friday, you may end the day early.