



Paid Media Manager at Let's Roam (Remote)

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About this Position

This is a full time media manager position with generous benefits and competitive salary. This position is 100% remote. We will consider candidates from anywhere in the United States and Canada.

Manage and grow all paid media channels (Google, Bing, Meta, Youtube, LinkedIn, TikTok, etc. including campaign creation, management, monitoring, new creative, and strategy that drives positive ROAS for both B2B and B2C campaigns.

Let's Roam Brand Domains:

- LetsRoam.com
- ScavengerHunt.com
- AdventureBook.com

About You

You are an accomplished marketing innovator with a strong analytical ability and a successful track record in growing paid media campaigns. Your approach is anchored in data-driven decision-making, which equips you to effectively drive marketing operations. You champion Let's Roam's mission to connect people with their peers, families, and coworkers as they discover the wonders of our world.

You guide your team with positive energy, addressing concerns with open and honest communication. Obstacles and setbacks don't deter you. Instead, you approach difficult issues with a calm, patient, and optimistic mindset. You relish the challenge of adversity, recognizing that even these experiences, when skillfully managed, yield valuable lessons. In your meetings, everyone feels at ease sharing ideas because you cultivate an environment of support and resilience.

1. Proven ability to scale B2C and B2B ad campaigns at a national level for tours, activities, and small-ticket items

- i. Preferably for a tour company or destination marketing organization (DMO)
- ii. Alternatively experience with lower cost items



- b. At least 5+ years of hands-on experience creating, managing, optimizing, and reporting on Google, Meta, Bing campaigns with more than a \$50,000 per month ad spend
- c. Ability to lead the account strategy and help grow our revenue
- d. Strong copywriting and communication skills
- e. Highly-organized personality; ability to hit deadlines with quality execution
- f. Data Driven - desires to analyze performance data and provide insights that drive improvements
- g. Experience working with a fully remote team
- h. Strong understanding of the conversion funnel process
- i. Strong in-account organization ability
- j. Preferred: Experience directing the creation of ad copy, imagery, and funnels
- k. Ability to manage multiple projects or campaigns simultaneously
- l. Identify opportunities for optimization outside of platform - understands the whole process is important for successful paid media campaigns

2. Insights over numbers

- i. Reports and data should not just be a readout of numbers - anyone can just read the numbers. The real value is in what *happened* to make the numbers as they are, and *what did we learn to capitalize on in the future*.
- b. Strong quantitative skills, as the marketing team practices data first principles
- c. Establish benchmarks for historical and future performance
- d. Assist in the creation of post campaign specific reports and analysis based on each channel performance
- e. Capable of working in a team setting to share insights and fuel other efforts

About Let's Roam

Let's Roam is a startup (est. 2016) that helps people explore the world and connect with each other. No matter what your circumstances—a family road trip, a bachelorette party, an office team-building event—we inject the experience with a fresh spirit of discovery. Our culturally-immersive, app-guided scavenger hunts feature team challenges that will get everyone laughing and interactive games that will lead to new discoveries about yourself and the people around you. Each hand-crafted experience is geared toward learning new things and bringing people together in a fun and sophisticated way.

Since creating their very first scavenger hunt, Michael and Charlie Harding have had a singular mission: to help people explore the world, discover new things, and connect with each other. That goal led them to establish Let's Roam in Denver, a city whose outdoorsy spirit complemented their own intrepid bent. As the company began to grow, they added more (and more) activities, eventually producing one in nearly every major city in the world.



And the company continued to expand.

They hired dynamic writers, artists, coders, and promoters to bring their own fresh ideas. This team gave the company the structure and creative resources it needed to expand the mission exponentially. With the right people in place, Let's Roam was able to really take off. This highly creative crew has allowed the company to fully realize its goals — crafting unique experiences, making a positive impact, and improving the community.

Our Culture

This growing company is endlessly striving to enhance people's lives, both inside and outside the company. You'll find a friendly, fast-moving atmosphere where everyone's opinions and ideas matter. We want you to flourish and grow with us so you'll have the opportunity to explore your own ideas and projects, even if they are not related to your day-to-day. You will be challenged to find ways to improve the customer experience and yourself, but know that at Let's Roam, we face obstacles together. We check our egos at the door (so to speak), learning from one another and from our own mistakes. And you will help us create a positive impact in our community through the Let's Roam Foundation.

Benefits

As a travel focused company, we encourage our employees to explore the world and discover new ideas.

- **Build Something Amazing.** You will be part of a team that is building something big. You will be able to shape our company and have a huge impact on how people travel and connect with each other.
- **Comprehensive Health Benefits.** Low copay health, 100% Vision, 100% Dental coverage, 100% Life Insurance
- **Rest and Relaxation.** 4 weeks paid time off, nine company holidays, paid sick days, paid volunteer days.
- **Golden Ticket.** Up to \$800 after your first year for a roundtrip flight to any city with a scavenger hunt in it.
- **Wellness Benefits** - A monthly reimbursement for gym memberships, fitness activities, massages, nutritional counseling, weight-management programs, or other programs that build a healthier lifestyle.
- **Always Learning** - Each year get a \$450 reimbursement to learn something new that helps you grow: anything from music lessons to online classes.
- **Grow Your Comfort Zone** - Each year get a \$200 reimbursement to do something that scares you and you've never done before.
- **401(k)** - Plan for retirement with Let's Roam.
- **Great Company Culture.** A small and creative team that allows you to make an impact on our customers' lives while having fun and challenging yourself.



- Canadian Benefits may vary depending on region.

Position Description

1. Paid Media Management (65%)
 - a. Ad Account Strategy
 - i. Own execution of campaigns for all paid media channels Let's Roam currently uses and will in the future.
 - ii. Manage 3 separate brands, including but not limited to audience research, creation of ad copy, audience targeting
 - iii. Develop profitable evergreen campaigns with long-term scalability and ROAS as integral KPI's for success
 - iv. Provide strategic improvements to campaign structure, assets, extensions, landing pages, etc. to improve paid media performance
 - v. Strategize with Integrated campaign manager on local, event driven campaigns for media channels to capitalize on.
 - b. Day-to-day Ads Management
 - i. Launch new campaigns
 - ii. Daily monitoring of bidding strategies across all channels and keywords to maintain positive ROAS, making adjustments as needed.
 - iii. Provide and execute on budget change recommendations to optimize a finite spend amongst all paid media channels, getting the most revenue as possible based on returns.
 - iv. Monitor performance and activate/deactivate campaigns and ads as needed to ensure positive ROAS
 - v. Maintain account campaign structure best practices
 - vi. Share insights with marketing team to better fuel future campaigns and other ongoing internal campaigns
 - c. Creative Recommendations
 - i. Recommend creative opportunities (formats, missing content, etc) for improved performance
 - ii. Ability to create short form Let's Roam product specific content pieces, or steer design firm to assist, that both showcase the experience as well as excel in each media channel
2. 3rd Party Listing Sites
 - a. Identify potential 3rd party listing site partners for our events, expanding channel to increase profitable volume these sites drive
 - b. Devise strategy for listings - all encompassing from ads and creatives to evaluating benefits of different positions and categories on sites
 - c. Responsible for contracts and performance analytics
3. Reporting (15%)



- a. Provide campaign performance insights on daily basis
- b. Provide 3rd party listing insights at a regular cadence
- c. Take company wide campaign performance and apply learnings to paid media and 3rd party listings
- d. Use GA4 to pull data, reports, and provide insights to improve campaign performance.

Reports to: Sean Bailey, Director of Marketing

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