

About the Role:

We are looking for a Meta Ads Expert with at least 3 years of hands-on experience in running and optimizing campaigns on Meta platforms. The ideal candidate will not only have strong technical expertise in performance marketing but also excellent communication skills, as they will be consulting agencies and non-technical small businesses on how to plan, execute, and scale profitable Meta ad campaigns. A key part of this role involves guiding complete beginners through their first advertising experiences.

Key Responsibilities:

- Plan, execute, and optimize ad campaigns across Meta platforms (Facebook & Instagram) with a focus on driving ROI.
- Plan, execute, and optimize ad campaigns for Instagram Boost Post
- Conduct live group workshops teaching small businesses to launch their first Meta campaigns
- Guide non-technical business owners through hands-on, step-by-step campaign setup in real-time
- Consult and guide agencies and first-time advertisers on campaign structures, targeting strategies, budget allocation, and optimization techniques.
- Analyze campaign performance and provide data-driven insights and recommendations for continuous improvement.
- Conduct training and consultation sessions with agencies and small business groups to educate them on best practices for Meta advertising.
- Handle live Q&A sessions, troubleshooting beginner issues in real-time during workshops
- Collaborate with internal and external stakeholders to troubleshoot issues and provide solutions in real-time.
- Stay updated on Meta's latest advertising features, policies, and industry trends to bring innovative strategies to clients.

Requirements:

- Minimum 2 years of proven experience managing campaigns on Instagram, Meta Ads Manager.
- Strong understanding of performance marketing, full-funnel strategies, and optimisation techniques.
- Proven ability to simplify complex concepts for non-technical audiences and first-time advertisers
- Experience facilitating live, hands-on training sessions or workshops
- Understanding of how to build social and ads content using tools like canva
- Excellent verbal and presentation skills in English and Hindi with the ability to communicate complex concepts simply and effectively.
- Patience and enthusiasm for teaching beginners while maintaining technical expertise
- Strong analytical mindset with proficiency in campaign reporting and insights generation.
- Ability to build trust and consultative relationships with agencies and small business owners at all technical levels.

Nice to Have:

- Meta Blueprint Certification.
- Experience working with Ecommerce, D2C, or agency-side accounts.
- Experience teaching digital marketing to small businesses or non-technical audiences
- Background in conducting group workshops or training sessions
- Familiarity with data visualization and reporting tools.

What We Offer:

- Opportunity to work closely with agencies and small businesses starting their digital journey.
- Exposure to diverse industries and businesses running Meta campaigns from beginner to advanced levels.
- A collaborative, growth-focused environment with opportunities to upskill.
- Compensation between Rs 4 to 6 lacs per year

This maintains your high standards while clearly signaling that teaching beginners is a core part of the role. The combination should attract experienced professionals who also have the patience and skill to educate newcomers.