

Ad Account Specialist Job Description

I. GENERAL INFORMATION:

Position title: Ad Account Specialist
Work area: Fulfillment
Reports to: team Ad Manager
Positions directly supervised: None
Positions indirectly supervised: None
Date of creation: 12/23/2024
Date of update: 1/6/2025

II. POSITION'S GOAL:

Ad Account Specialists manage clients' Facebook, Instagram, & Google Ad Accounts. Your primary role is to create, launch, maintain and analyze campaigns for each client while inputting data into our Project Management system. Your ultimate goal is to deliver our clients Quality leads at a competitive market value, and develop a long-lasting relationship with them. Specialists handle more accounts than Specialists and have a deeper knowledge of our Playbooks. You are also the back up for comms in your team.

III. KEY FUNCTIONS AND RESPONSIBILITIES:

DAILY:

Manage up to 25-30 Accounts and lose no more than 4 accounts a quarter
Optimization/Strategy - Ensure the best practices are used in ad campaign management to provide clients with best return on investment possible.
Client communication via phone / email / zoom when needed
Taking the initiative to go above and owning the accounts
Be on time to meetings & check in's
Be a team player and be willing to put the team's needs before your own comfort.

Maintain a positive attitude and focus on solutions and not problems. Provide constructive criticism with potential solutions to challenges you see within your job and the company.

Build daily successful habits and routines to help yourself and your team.
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WEEKLY:

Creating & Launching Ad Campaigns on all Platforms
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Data Input & Analyzation in ClickUp

Cross Department Communication

Curate Assets

Department meetings

MONTHLY:

Completing Monthly Requests (Customer Support Tickets)
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Continued Education and Training with Webinars/Master Classes

QUARTERLY:

Attend & Participate in all Quarterly Meetings
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Quarterly Reporting

Rocks

ANNUALLY:

Receive annual performance evaluations.

Attend & Participate in Annual Meeting
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AS NEEDED:

HighLevel Build Outs
Quality Control
Build out Landing Pages
Gathering Information from Clients
Google and FB Support

NOTE: This list does not encompass all your tasks and is a guideline for best practices and minimum standards for your position. This may be updated at a future time.

IV. BIGGEST CHALLENGES FOR THIS POSITION.

Time Management with large account load
Client is not responsive
Getting Assets from clients / Poor Assets
Balancing high need clients with workload
Clients that are not tech savvy
Poor offer, outdated website, issues with schedule
Clients that are upset with results and/or do not take recommendations
Be receptive and open to constructive feedback and idea exchanges in any given interaction

V. STRATEGIC INTERNAL RELATIONS:

Person	Purpose of interaction	Frequency
Ad Account Manager	Receive directions, deadlines and feedback. Provide a report from the current status of the assigned projects.	Daily

Head of HR	Feedback, inquiries regarding policies, payroll and other HR related topics.	As needed
Ops Manager	Opportunities, evaluations.	As needed
Account Supervisor	Stat meetings, trainings, account quality, client communication feedback and Quarterly reviews	Daily

VII. SOFT SKILLS

Company's requirement
Be Authentic Be Disciplined Be Passionate Be A Team Player Be Proactive Be Communicative
Position's requirement
Detailed note keeping Organization Time management Urgency Problem Solving Handling Criticism Continuous and updated learning Proactivity, collaboration and willingness Oral and written communication Compiling and Analyzing data

VIII. HARD SKILLS

Hard skills required	Level
High Level	Advanced
Facebook Ads Manager	Advanced
Google Ads / Google Business Profile	Advanced
Google Drive, Sheets, Docs	Intermediate
Zoom	Basic
Click Up	Intermediate
Canva	Intermediate

EDUCATION & AREAS OF EXPERTISE:

Formal Education:	Preferred but not required - Bachelor's Degree in Marketing, Advertising, Communications, Business or related.
Complementary studies	Preferred but not required - Sales or Marketing related postgraduate studies.
Internal tests:	Cultural Fit Technical Interview DISC Assessment
Languages:	Fluent English and Spanish.

_____ Employee Signature

_____ Print Name

_____ Date

_____ Employer Signature

_____ Print Name

_____ Date