

C O M P A S S

PAID ADS SPECIALIST (SEARCH AND SOCIAL)

Who we are and what sets us apart

Compass Studio; a boutique PR & Marketing agency that specialises in purpose-led brands in a bid to 'do good work, for brands that do good.' We're independent, B Corp and carbon positive. What does that mean? We are using our skills as marketers for people and the planet.

Want to put your PM skills to world-bettering use?

We're looking for an experienced **Paid Ads Specialist** to help our partners amplify their efforts and increase their cut-through – both in terms of their campaign results and their impact. Your focus would include performance marketing strategy across search and social, campaign creation, account management, optimisation and reporting – so this is the perfect role to flex your analytical prowess and put your optimisation skills to use for an amazing portfolio of partners.

In exchange for your passion for results and data-driven strategy, we'll give you a flexible and nimble work environment, real work-life balance, a solid 6 and 12-month career development plan, mental health RDO's, summer hours, paid birthday leave and ability to give back via chosen charity-work days and pro-bono projects.

We also offer our team weekly catered breakfast, a wellness program including weekly pilates classes and meditation, a variety of out-of-industry workshops, and a range of community events to participate in.

We're a growing agency, with a big heart and this is a unique opportunity to step-into or further strengthen your career in the purpose-led space.

So what are we looking for?

You are a **Paid Ads Specialist** with experience in search engine marketing (SEM) and paid social who's driven to achieve measurable results for purpose-driven brands.

You have agency experience (and with it, the ability to work on multiple clients in a given day)

OR experience working on performance marketing campaigns for either: NFPs, NGO's, purpose-driven companies or responsible eCommerce brands.

You have a sleeves-up-resourcefulness to find the solution, and care about creating campaigns that truly make an impact for client goals.

Most importantly, you're looking for purpose and impact in your role beyond just the day-to-day.

You'll be central to our B Corp, Carbon Zero and RAP commitments and ensuring that it's actioned and improved through everything we do as a business. In return, we offer a hybrid working set-up, working from our brand new CBD co-working space, as well as remotely. We are committed to offering a work environment that works around care, family and life commitments, so while the role is scoped at FT, we are open to discussing PT or a reduced week. Compass Studio is an equal-opportunity employer committed to cultivating an inclusive company culture. We celebrate diversity and do not discriminate based on race, colour, national origin, sex, gender identity, religion, sexual orientation, age, disability, parental status, or veteran status. We enthusiastically encourage individuals of all backgrounds to apply.

Calling all the digital marketers out there, this one's for you!

Your Duties and Responsibilities

- Creating, analysing and optimising client campaigns across Search Engine Marketing and social channels, including: Google Ads (incl. Search, Display and Shopping), Youtube, Facebook/Instagram, TikTok, Pinterest
- Writing effective ad copy and briefing creative assets to drive results for clients
- Collaborating with Senior Digital Manager on client strategy, identifying opportunities and coming up with creative ways to achieve consistent and incremental growth across client channels
- Proactively optimising client accounts using data-driven decision making.
- Create and implement A/B tests across managed accounts, ensuring all campaigns produce valuable insights for future implementation
- Managing client budgets to ensure advertising spend is distributed effectively across chosen channels
- Working with the client and Senior Digital Manager to establish the marketing calendar of activities based around business goals

- Contributing to monthly reporting and relevant client meetings
- Troubleshooting advertising-related activity including tracking, tagging, analytics and first party data management
- Daily account management of performance marketing clients including from campaign start to finish, to encourage good relationship and account renewals
- Maintain high standards across campaigns/clients to ensure client satisfaction and maximising campaign success
- Report to Senior Digital Manager on client account performance and daily task progress.

What we're looking for:

- Great problem solving and communication skills
- A strong grasp on data analytics and ability to synthesise data for decision making
- Strategic and creative thinking, meaning you're always focused on innovative but measurable solutions
- Time management skills, with the ability to deliver on time and budget
- Excellent writing and communication skills. Ability to write great ad copy and brief-in effective visual assets
- Results and goal oriented approach - motivated to deliver strong results for client campaigns and projects
- Proven ability to drive SEM, and paid social media results
- Experience creating and managing advertising campaigns on the majority of these platforms: Google Ads (incl. Search, Display and Shopping), YouTube, Facebook/Instagram, TikTok, Pinterest
- Experience providing reports, analysing data and providing insights on results using Google Analytics and Data Studio
- Knowledge of Google Tag Manager and Google Analytics (UA + GA4) from technical and tracking set-up, auditing, and insight development for strategic recommendations
- Experience using Asana or similar project management softwares

Bonus Skills:

- Influencer marketing management experience
- Experience working in or with not-for-profit organisations or values-based organisations (preferred), including familiarity with the Google Grants program

What we can offer you:

- A great partner portfolio of conscious and responsible brands and purpose-driven businesses
- Generous RDOs including: paid birthday leave, a quarterly company-wide mental health day, and paid charity work days
- Weekly catered breakfasts, monthly catered lunches and in-office snacks and refreshments
- Wellness program including weekly pilates, meditation and exercise groups
- Regular networking events and out-of-industry workshops and seminars
- Regular training and dedicated industry learning schedule
- Pro-bono give-back programs for not-for-profits and charity organisations
- Hybrid and flexible working set-up. Minimum of 2 days / week from our CBD co-working space and up to 3 days / week optional WFH
- Ability to learn from other team members in areas including: performance marketing, social media management, influencer marketing, public relations, partnerships and more
- Exposure to and opportunity to be involved in B Corp Certification and maintenance process
- Option to become involved in contributing to Carbon Zero and RAP commitments

Sound like a gig worth getting excited about?

We agree, and we're pumped to connect with you. Drop into our inbox today.

Get in touch with Compass' Business Operations Manager Janu Kularajah today on janu@compass-studio.com. Please send your CV and address directly how you fit the brief in your cover letter.

ALL APPLICATIONS WILL REMAIN STRICTLY CONFIDENTIAL.