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# Example of Paid Media Job Description

Our innovative and growing company is looking to fill the role of paid media. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for paid media

* Managing GGP’s relationship with an external paid media agency while collaborating with our internal creative agency to deliver leading edge assets and media programs that drive results
* Effectively managing agencies, budget tracking and reporting
* Effectively communicating to leadership and business partners the opportunities associated with each campaign’s media performance and recommendations for future programs
* Lead paid media strategy to drive lifts in key digital metrics and increase the long-term effectiveness of GGP's digital and marketing programs
* Collaborating with teams across the organization to effectively develop and optimize campaign strategies across email, mobile and paid media including but not limited to messaging, offers and influencing creative that drive engagement, customer acquisition and retention
* Ensuring paid media campaigns are planned and executed holistically and are integrated with all other components of the campaign, taking into account coordination with other campaign tactics, measurement, tagging, reporting, analytics, messaging, branding, creative and content, and backend technical and database considerations
* Serve as liaison with account leads to ensure successful and timely completion of projects
* Provide reports during and post campaign with insights to help inform future media and content strategy
* Analyze market research by using online services and other resources
* Help identify strategic opportunities within existing accounts

## Qualifications for paid media

* B2B experience preferred, ideally within an agency
* Experience in quantifying SEO performance and strong understanding of technical SEO (sitemaps, crawl, canonicalization)
* 5+ years’ experience in media planning and buying
* 5+ years’ experience working with digital media partners
* 2+ years’ experience with creating and promoting content on social media channels
* Media and/or Advertising Agency experience preferred