



SHARE THE ENERGY YOU'RE MADE OF

Senior Paid Media Manager

BLUEION

We're hiring a Senior Paid Media Manager.

What It Entails

Blue Ion is searching for a Senior Paid Media Manager to join our team. Our dream candidate has 5+ years experience and can contribute immediately. Your focus will be optimizing paid media campaigns across ad networks (search, display, shopping, social, video, audio, etc.), and we'll expect you to demonstrate your expertise during the interview process.

Some Things You'll Need In This Position

Paid Media Management

You'll help clients reach their goals with the daily management of paid media campaigns across multiple platforms (Google Ads, Bing Ads, Meta Business Manager, LinkedIn Ads, and others). With our larger marketing team as support, your tasks will span campaign planning and implementation, ongoing keyword/placement research and management, tracking, analysis and reporting, ongoing budget pacing, and more!

Client Communication

This is a client-facing role where your opinion and leadership is requested—and required. You will regularly present to clients, sharing campaign strategy and reporting wins, losses, and "where do we go from here."

Tracking & Analysis

You should be comfortable using Google Analytics 4, Google Tag Manager, and Google Looker Studio. You'll use these tools to analyze and interpret data, and then make it simple for clients to understand. We live and die by data, so a passion for numbers is a must!

Testing & Experimentation

We're constantly aiming to improve the user experience of our clients' websites and marketing campaigns, so it'll be your job to hypothesize potential changes and spearhead projects that'll bring these experiments to life.

Production Leader

You must be comfortable collaborating with internal and external teams (clients, designers, programmers, writers, photographers, etc). This role is an awesome opportunity to further refine your people skills by developing strong relationships with your teammates and clients.

Passion for Learning & Teaching

A passion for all things digital marketing is required. We (and our clients!) will expect you to be a domain area expert—staying on top of industry trends, best practices, emerging technologies, and ad platforms. You'll also act as a mentor—teaching other team members about the tips, trends, and tactics they need to succeed. In short: you'll help us understand what it all means—and take a stance on what to try out.

About Blue Ion

We're a full service marketing agency based in Charleston, SC, Greenville, SC and Asheville, NC. We opened our doors twenty-four years ago, and today deliver a full array of marketing services to a mix of national, regional, and local brands.

We've developed an open, creative, and fun environment where everyone can expand their skills and reach new heights. We're currently at 21 full-time employees and enjoy being a mid-sized and tight-knit group with room to grow.

Compensation, Benefits, and Fun

Blue Ion believes that every team member is an instrumental part of the greater whole. If you and Blue Ion are a match, you can expect:

- Blue Ion takes pride in paying top of the market for the position.
- Your health and happiness are important to us. Blue Ion pays 100% of health benefits up to \$350/month through company-provided health insurance. Also provided: retirement



fund matching contributions up to 3%, (optional) dental insurance, (optional) eye insurance, and (optional) life insurance.

- 20 paid days off for vacation, personal, or sick time plus 10 paid holidays. Increases to 25 paid days off after 3 years.
- We proudly offer quarterly and annual profit sharing bonuses for both team and individual performance based on billing. In addition, the longer team members are with us, the more shares they earn.
- Yearly learning budgets for conferences, workshops, books, class, etc.
- Parental leave (up to 16 weeks) through paid and unpaid leave depending on longevity and circumstances.
- You will be provided with both a desktop computer and laptop (if you choose) so you can be flexible with your work location.

Hybrid and Remote Work

We will continue to evolve our hybrid workspace approach, maintaining our in-person hub in Charleston for connection and collaboration, while offering the flexibility to manage a work from home or remote schedule.

Sound Like A Perfect Match?

Email your cover letter, resume and/or links and project samples to kyle@blueion.com

