



JOB POSTING: DIGITAL/MEDIA ADVERTISING SPECIALIST

Location: Onsite at The Wellness Way Corporate Office
Green Bay, WI

The Wellness Way is a fast-growing international network of wellness clinics and we need help spreading the word! We are looking for an experienced Digital Media Advertising specialist to administer a variety of ad campaigns. This is a full-time, salaried position at our Green Bay, WI location. In office hours are predominately M-F, 8am – 5pm. Will also require some occasional weekend and evening work, and the availability to respond at the speed of media!

You will be responsible for overseeing the successful completion of advertising campaigns for a number of Wellness Way initiatives. We have a lot of opportunities, and need help ensuring they are well executed! This role requires a combination of strategic thinking, analytical, creative, and communication skills. The ideal candidate should have exceptional skills in planning and executing ad strategies and thrive working cross-functionally with internal and external clients. He or she should have experience with running Facebook and Instagram campaigns. Experience running marketing campaigns using other platforms is a plus!

As Digital/Media Advertising Specialist, we expect you to be up-to-date with the latest digital technologies, media platforms and trends, and always be learning “best practices”. You should have excellent communication skills and be able to help express our company’s views creatively.

We’re a small, but rapidly growing company, so this role will require a strong individual who is comfortable in a dynamic, fast-paced environment. The right person will be self-managed and able to work within a team-oriented environment.

Job Responsibilities:

- Assist in planning, executing, and optimizing full digital marketing ad campaigns on Facebook and Instagram. Experience in Google and YouTube ads is an added plus.
- Stay informed and gain knowledge of trends on marketing channels and technologies, including paid search (Google AdWords and Bing Ads), retargeting and paid social media advertising (Facebook, Twitter, LinkedIn, Pinterest, and Snapchat)
- Demonstrate ability to think creatively as well as analytically, identifying trends and insights to achieve success across multiple paid media campaigns for several clients.
- Brainstorm new and creative growth strategies/tactics.
- Measure the performance of digital marketing efforts using a variety of analytics tools (Facebook Analytics, Google Analytics, SEMRush, etc.) and keep organized records of marketing metrics and results of past campaigns.
- Coordinate with the team to create advertising materials and content funnels.

Qualifications:

- Must understand Facebook Business Manager Platform (Pixel setup, creating audiences, building out campaign frameworks inside ad accounts, etc.)
- Facebook Advertising Certifications (required)
- Google Ads Certification (Not required but added plus)
- Google Analytics Certification (Not required but added plus)
- YouTube Certification – Channel Growth, Content Ownership, Asset Monetization (Not required but added benefit)
- Experience in email and text marketing as well as setting up marketing automations.
- Excellent communication and interpersonal skills
- Time management and problem-solving skills
- Works effectively and positively within a team environment
- Background in marketing and design to be able to speak into projects

Pay: Exempt Salaried position. Salary based on experience and qualifications.

Benefits: No commercial health insurance offered at this time. Free care at The Wellness Way Green Bay and supplements at cost. 1-week paid vacation (increased at 3 years). Paid holidays. Gym reimbursement. Available in-house massage therapy. Company outings and employee appreciation events.

Benefits upon eligibility: Retirement plan with employer matching.

Take a look at what we’re doing on our website, Facebook and Instagram pages, and YouTube channels. If you think that’s a good start, but also see a world of possibilities, submit a cover letter & resumé and tell us why you’re the Digital Media Advertising Specialist we’re looking for!