



**FUSION NOW**

## **Job Description**

**Job Title:** Paid Media Coordinator

**Department:** Paid Media

**Reporting to:** Manager, Paid Media

**Staff Reporting:** N/A

**Location:** Skopje, MK

**Job Purpose:** We're looking for an experienced paid media pro who's committed to serving clients and joining a team of passionate digital marketers.

The Paid Media Coordinator to assist in the execution of social media campaigns and other paid media activities for our clients. You will be responsible for managing paid media activities such as: Meta ads, LinkedIn campaigns, and other social media platforms; Google and Microsoft ad networks: programmatic display; Traditional media; and more!



### **Responsibilities:**

- Design, Execute, and Maintain ROI-Focused Targeted Ad campaigns
- Conduct Thorough Analysis of Trends and targeting options
- Continually campaign components including keyword strategy, ad copy, bid prices, cost per conversion, cost per click, audience optimization, etc.
- Partner with the Communications team to write compelling Ad copy with a focus on driving conversions
- Optimize existing ad campaigns for new clients
- Actively measure and execute A/B split testing for ad copy, landing pages, etc., to ensure optimal campaign performance
- Compile monthly reports for our clients with personal comments and analysis of campaign performance
- Recommend and consult Marketing Strategy team on any new content or landing pages that should be created in order to promote higher campaign performance
- Set up Conversion Tracking & Retargeting Pixels
- Conduct in-depth competitive analysis within our clients' locations and industries
- Research to stay on top of the latest trends in advertising
- Experience with Google & Programmatic Advertising is considered a plus.



## **Requirements**

- Minimum of 2 years of experience in Paid Media.
- Proficiency in setting up tracking pixels, Google Analytics, and other relevant digital marketing tools.
- Experience with lead generation through Google Ads, Meta Ads, LinkedIn Ads.
- Excellent command of English, both written and verbal.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Demonstrated ability to manage multiple tasks and projects simultaneously.
- Meta/Blueprint certification preferred.
- Strong analytical skills, with a passion for data analysis.
- Knowledge of current digital trends and social media platforms.
- Ability to work independently, with a strong self-motivation and initiative.

## **About Fusion Now**

Industry leaders struggle to identify bottlenecks within their businesses. Fusion Now provides tailor-made marketing services, working alongside your team to achieve goals and stop stress