2021-06-27

Vacancy summary

Facebook Ads Specialist

GEO1406151

Tbilisi >> Old Tbilisi

Education : Without high

Experience : 1 year - 3 years

Industry : Marketing / Advertising / Public Relations

Position : Business / Self-employed activity

Mobility : Regional

Contract : Short Term, Contract, Interim, Independent / Freelance

Availability : Full Time, Part Time, Afternoon

Salary : 500$ 1 362.50GEL

Vacancy details

Agent Extra is a prospecting start up that wins new business for independent estate agents across the UK.

It's a massive market in terms of potential clients and we are the only company that provides the services we do. We're in our fifth year in business we are already the number 1 most effective way for estate agents to generate new appointments and we can prove it.

We already have Facebook Ads Specialists on our team, but since the number of clients are increasing, we need to add a new team members to help out.

We would like you to start with daily account monitoring/moderation, tracking conversions, updating the clients on the results, and providing reports/analytics. It's also important that you are comfortable with hopping on check-in video calls when needed, or shooting Loom videos to report on the campaigns' performance.

With more clients signing up, we'd like you to take over setting up their campaigns and ad creation fully.

Our office is based in central London.

The ideal candidate would:

• Have 12+ months experience managing multiple Facebook & Instagram ad accounts, preferably for property/estate agencies
• Have ad-spend management experience and a strong sense of responsibility for client budgets
• Have a deeper understanding or background in digital marketing (agency background preferable)
• Fast implementation & attention to detail
• Basic photo editing skills (Canva is good enough) and basic copywriting skills
• Great communication skills and the ability to communicate with clients on video.
• Be available (for at least part of the day) between 9am - 5pm on weekdays on a UK time zone

Key role responsibilities:

- Monitoring Fb Ad Accounts daily
- Analysing account performance and creating reports
- Following up with clients / checking in with them
- Creating Facebook and Instagram ads for estate agencies/agents (mostly to generate vendor & landlord leads)
- Designing campaigns to generate valuation leads
- Use data to target potential landlords & vendors and to create look-alike audiences.
- Setup and maintain our online customer community

Contacts

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