



## Facebook Media Buyer

**Posted by:** NUOVOCA

**Posting date:** 08-Aug-2023      **Closing date:** 08-Jul-2023

**Education:** Bachelor's (Preferred)

**Language:**

**Job location:**

**Salary:** \$\$50,000

**Years of Experience:** 1 year

**Vacancy:** Montréal, QC

**Job Type:** Full Time

**Job id:** CAJ3143216

Expired

### Job description:

Nuovo Artistic Photography is a semi-nude artistic photography company that operates a collective of photography studios across North America. Leveraging its marketing, design, operation, and technological expertise, Nuovo is the force behind a never-before-seen approach to celebrating the power of individual beauty through a luxury photography experience.

We're seeking a Media Buyer specializing in Facebook ads to join our team based out of Montreal. In this role, you will be responsible for strategizing, executing, and managing paid advertising campaigns from conception, creation, execution, and analysis. You will design and place targeted consumer ads on all platforms operated through Meta [Facebook, Instagram, etc.] to drive traffic, engagement, and sales. Our ideal candidate is an individual who thrives in rapidly changing and influential roles – dedicated to mastering the art of promoting and optimizing online advertising campaigns.

***You will be responsible for...***

- Developing and executing ad campaigns that align with company business goals and objectives;
- Conduct market research and analysis to identify target audiences and opportunities for growth;
- Monitor campaign performance, adjust strategies as needed, and optimize for better results;
- Scale campaigns to maximize ROI;
- Campaign Building, Bid-Setting, Activation & Optimizations;
- Compile daily reports for the Campaign Management team;
- Reporting campaign performance by preparing decks and/or other reports from multiple tracking and analytics sources;
- Optimize PPI self-serve campaigns against KPIs such as lead volume, site traffic, reach, CPA, CPM, viewability or offline results of the full customer journey;
- Collaborate with other departments to develop creative and memorable ad content;
- Stay up-to-date with pop culture, trends, and best practices regarding social media advertising;
- Ensure campaigns are delivered within budget and promptly.

## Requirements

### *We're looking for...*

- Minimum of 2 to 3 years of experience in programmatic media buying (activation, building, monitoring/optimizing, etc.), with a proven track record of success;
- Familiarity with digital media technologies, including ad servers, DSPs and tag management. Fluent in PPC platform automated features, metrics and attribution methodology, including best practices;
- Proficient in MS Office products, primarily PowerPoint and Excel, including pivot tables and macros;
- Strong analytical skills and the ability to use data to inform and optimize campaigns;
- Experienced buyer on any of these platforms: Facebook, Instagram, TikTok;
- Experience in A/B testing, conversion rate optimization, and other performance optimization techniques;
- Excellent project management and organization skills, with the ability to handle multiple projects and meet tight deadlines;
- Excellent written and verbal communication skills, with the ability to effectively collaborate with cross-functional teams.

Must **NOT** be an agency.

## Benefits

### *Here's what you can benefit from while working with us...*

- The opportunity to work at our Headquarters located in the beautiful Old Port of Montreal, steps away from the canal waterfront
- Salary of \$50,000.00 CAD annually
- Complete Group Insurance Benefits [Life, Dental, Spousal, etc.]
- Complimentary Nuovo Shoot – experience what we're selling!
- Career advancement opportunities
- Employee Referral Program

*Please note that this is **NOT** a remote position - candidates must be able to reliably commute to Nuovo's HQ in Montreal, QC, for this position.*

## **About Nuovo Photography**

We seek top personalities to join us as we navigate bold, challenging initiatives. At Nuovo Photography, each member is critical in driving the company's strategic plan. Located in four major Canadian cities and Miami's Design District, Nuovo specializes in semi-nude artistic photography - conceptualized to provide an authentic

experience that challenges the status quo. Join a team relentlessly pushing the limits of traditional photography through a collaborative pursuit of inspiring confidence and self-love.

At Nuovo Photography, we foster a culture of inclusion by working with individuals with a wide range of experiences, backgrounds, and perspectives. We are firmly committed to promoting equity, diversity, and inclusion within our community - focusing on providing a workplace where all employees feel included and supported to thrive and achieve their full potential.

*#NUOVOCA*

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