



Marketing Support Network, founded in 1982 and located in Bridgeville, PA, is a performance-based marketing agency that provides call center services and custom digital marketing solutions for NPO, B2C, B2B organizations.

**JOB DESCRIPTION:** Analytics & Ad Operations Specialist

**WORK SCHEDULE:** Monday – Friday, Full-Time

**HOURS:** Part-Time, Full-Time Positions Available

**REPORTS TO:** David Pienaar; Director of Outbound & Digital Services

**SCOPE:**

The Analytics & Ad Operations Specialist is responsible for building, implementing, and tracking ads on Google and various social media platforms. This specialist will not only monitor and work to optimize ads, but will work closely alongside the creative team when designing the creatives used for the ads.

**DESCRIPTION:**

We are looking for a talented and driven Analytics & Ad Operations Specialist that is creative and strives to reach competitive goals. They will play a fundamental role in achieving our ambitious ad performance and analytical goals. You must be comfortable and fluent in various platforms as listed below.

**SUMMARY OF RESPONSIBILITIES:**

- This individual must be fluent in building ads for Google and Facebook
  - Experience in DSP platforms is a bonus
- Responsible for building and managing the ads, managing the budget, and optimizing the ads
- Build and implement tracking mechanisms along with reporting for various platforms:
  - Google Tag Manager, GA4 conversion tracking, Facebook Conversion API, and Facebook Pixel
- Communicating and working closely alongside the creative team to design the creatives to be posted on social media

**QUALIFICATIONS & REQUIREMENTS:**

- Excellent communication skills, including verbal with proper grammar
- Ability to work with others in a close manner
- Clear communicator
- Strong computer skills
- Good multi-tasking skills
- Self-motivated.
- Organized.
- Detail Oriented
- Ability to navigate SaaS platforms.
- Can work in a fast paced environment
- Adaptability/Flexibility
- Accountability and Dependability
- Ethics and Integrity

**EDUCATION:**

- High School Diploma or equivalent

All applicants can submit their resume to: [jmackowiak@msnconnect.com](mailto:jmackowiak@msnconnect.com)