



NEI-TURNER
MEDIA GROUP

Social Media Advertising Specialist | Nei-Turner Media Group | Remote | Full-Time

The Role

The Paid Social Media Specialist is responsible for creating and monitoring paid social campaigns for our advertisers and clients. This position works closely with the Digital Director and Digital Specialist to execute and track paid social plans, as well as provide reporting on a regular basis. This role requires a highly detail-oriented and data-driven individual who can operate within a quick-paced environment. Our ideal candidate has a strong portfolio of successfully implementing paid social media campaigns across Facebook and Instagram and stays ahead of the curve on new social media trends and data-driven optimization.

What You'll Do

- Develop and manage social media campaigns across platforms such as Instagram, Facebook, LinkedIn and TikTok
- Assist with onboarding new clients and ensure all campaign needs are met
- Coordinate with our Digital Specialist to create and update paid social campaigns
- Monitor campaigns daily to ensure all are running, tracking and spending appropriately
- Coordinate weekly account reviews with the Digital Specialist
- Track performance metrics, analyze insights and report on growth, engagement and campaign success
- Ensure consistent brand voice, tone and visual identity across all social channels
- Use performance data to make real-time optimizations to targeting, budget allocation and bidding
- Identify trends, test creative and audience variations, and continuously improve ROI

What You Bring

- Experience managing **paid** social media for a client or business for at least 2+ years
- Deep understanding of social platforms, analytics and best practices
- Experience with social scheduling and analytics tools (e.g., Planoly, Later, Buffer, native insights)
- Comfortable working in a fast-paced, deadline-driven environment with the ability to prioritize responsibilities on a daily basis
- Experience working in Meta Business Suite and Ads Manager for campaign setup, monitoring and reporting
- Comfortable working on a Mac, with proficiency in Microsoft 365 and Google Workspace, and the ability to quickly learn new software and digital platforms.
- Professional, polished demeanor with excellent written and verbal communication skills.
- Customer-focused mindset with the ability to build positive relationships while balancing advertiser needs and production deadlines.
- Strong interpersonal skills with the confidence to communicate clearly, follow up on outstanding materials, and keep advertisers on schedule in a friendly, professional manner.
- Strong analytical skills with the ability to interpret campaign data and translate insights into actionable optimizations

What to Know

This is a hybrid-remote role, requiring some in-office time. Candidates should be located within commuting distance of our Lake Geneva or Madison offices. We offer health and dental insurance, generous PTO, a retirement plan with company match, profit sharing and more. Most of our employees have been with us five years or longer.

How to Apply

Please submit your resume, a brief cover letter and examples of social media accounts or campaigns you've managed to krouse@ntmediagroup.com.