

Position: Performance Marketing Specialist

Our mission requires technically brilliant minds, creatively-charged souls, and a passion for making the financial industry a better place. Our environment is energetic and collaborative with competitive pay and benefits. **We're looking for a Performance Marketing Specialist with a digital-first skill set.** You'll be responsible for the execution and optimization of all paid media across Google, Bing, Facebook, Twitter, Pinterest, Reddit, Quora and any other network capable of driving prospective users to our platform. The ideal candidate is data-driven and obsessed with conversion metrics.

Your primary roles will be split into 3 key pillars:

- **Deployment** across platforms, across the funnel
 - creating/managing audiences
 - implement tracking and conversion pixels
 - landing page management
 - weekly spend
- **Analysis**
 - Landing page conversion rates
 - Ad creative performance
 - Audience performance
 - Conduct keyword research, competitive research and content research
 - Keep track of what we are testing, what we have tested
 - Disseminate this knowledge to the rest of the organization
- **Optimization**
 - Provide insights into on-site, creative, audience optimization
 - Provide guidance on ad concepts and new technologies to test
 - Feed findings back into deployment

What you have:

- Minimum 1+ year experience working in a PPC performance marketing role (channel agnostic)
- Knowledge of paid solutions on Google and Facebook (others are a plus)
- Advanced knowledge of Google Analytics, Google Adwords, Facebook Power Editor
- Adwords certified a plus
- Must have demonstrable knowledge of digital reporting metrics
- Must be fully proficient in Microsoft Excel (v-lookups, pivot tables, charts)
- Intense attention to detail
- Strong organizational skills and ability to multi-task, prioritize and meet deadlines

What we have:

- Competitive salary and compensation structure, including options
- Generous group benefits package
- Company events & Frequent office lunches

Please send a resumé to careers@planswell.com with subject line "Performance Marketing Specialist - {YOUR NAME}".