**Social Media Digital Buyer/Strategist**

Samuel Hubbard Shoe company burst onto the scene 5 years ago. Bruce Katz, our founder, was previously the Founder and CEO of The Rockport Shoe Company. He has built a shoe brand that has turned unsuspecting “normal” guys into “shoe” guys.

Samuel Hubbard Shoe Co is entering a new and exciting phase and we are looking for a forward-thinking hands-on **digital buying**to create, manage and optimize direct response paid media campaigns across Facebook, Instagram, Pinterest, Snapchat, and emerging social platforms.

Do you have that unstoppable “fire in the belly” inner drive that pushes you to continually seek out new niche audiences, build engagement, beat CPAs and optimize conversion rates? Are you the type who is not satisfied with the status quo, not afraid to come up with innovative prospecting ideas and creative solutions? Do you get excited about finding that new winning media buy that generates record sales and profits? If so, then this may be the opportunity for you.

You will already have outstanding experience micro-managing social advertising plans and building cutting-edge online marketing strategies. You understand how to drive social media buying efforts to convert website visitors into customers with profitable pricing. You are a senior level forward thinking, passionate and innovative go-getter. You are able to drive strategies and make smart data-driven tactical decisions in real time to optimize campaigns. You have a clear passion for media buying and an excellent understanding of social media advertising in the customer acquisition journey.

**Responsibilities:**

* Create, manage, and optimize direct response paid social media campaigns
* QA and resolve ad assets (creative specs, etc.)
* Set-up and monitor advertising campaigns using ad tags or site-served creative.
* Analyze media buys and associated metrics on a daily basis to ensure campaign profitability.
* Analyze campaign data and develop tactics and strategies to continue scaling spend and improving performance.
* Measure and optimize campaigns using vendor dashboards, Google Analytics, and other reports.
* Develop and manage executive summary dashboard across all channels.
* Collaborate/coordinate with cross-functional teams including content, creative and development to craft new content for landing pages used for advertising campaigns.
* Other duties as required.

**Requirements:**

* Bachelor's degree in Marketing, Communications, Advertising or other relevant field (or equivalent).
* 4+ years of hands-on set-up, management and optimization of paid media campaigns within channel interfaces directly to deliver on various marketing goals.
* Blueprint Certification a plus
* Strong Google Analytics skills
* Experience finding micro segments/personas that can be capitalized.

We have an exceptional product, award-winning customer service, and an amazing team. Our offices are in Greenbrae close to the Ferry Terminal that connects with SF and soon to be connected by the new light rail system leading north to Santa Rosa as well.