Haworth

With offices in Minneapolis and LA, Haworth offers an extensive range of strategic services including multimedia contact planning, marketing planning, research and consumer insights, interactive, multicultural, product integration and sports/cause/entertainment marketing. Activation services include media buying in both traditional and non-traditional channels (broadcast, digital, out-of-home/place based, magazine and newspaper) as well as other forms of emerging media.

PAID SOCIAL ASSISTANT

The Paid Social Assistant is responsible for supporting the day-to-day management of assigned paid social media programs for client brands. Assistants will work with their teams to support paid social strategy development, program execution and measurement.

RESPONSIBILITIES

Strategy

- Support paid social media strategy development work by compiling client research, competitive data and platform information
- Research emerging social platforms – including platforms, products, and ad tech to improve campaign performance and recommendations
- Support creative ideation and paid social program development
- Participate in campaign brainstorm sessions

Execution

- Support paid social tactical planning and buying including but not limited to identifying audiences, troubleshooting ads, building campaigns and assuring quality after launch
- Define and share audience, ad, bid optimization opportunities in real time
- Engage in paid social platform moderation efforts including weekend and holiday check-ins
- Manage the billing process, identify and address discrepancies

Measurement

- Extract, compile and analyze campaign performance data to build actionable insights that drive campaign optimizations and future paid social strategies
- Assist team in analyzing holistic paid social conversation trends and themes

REQUIREMENTS

- Entry level role; recent graduates with related digital internships preferred (bachelor’s degree required)
- Strong quantitative/analytical abilities with excellent communication, critical thinking and problem solving skills
- Proactive self-starter with a positive and collaborative attitude who possesses a desire to work on a fast-paced, results based team
- Extremely detail-oriented, with proven organization skills that allow you to handle multiple assignments and meet tight deadlines
Haworth

- Excellent verbal and written communication with natural critical thinking and problem solving skills
- Exhibit passion for social media and emerging platforms
- Digitally savvy, with specific proficiency at MS Suite: Excel, Word, PowerPoint

Competitive compensation and casual, team-oriented working environment. Qualified applicants please forward your resume and salary requirements to: hr@haworthmedia.com