

Digital Marketing Specialist - REMOTE

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Company: BeHope.ca

Location: Islamabad

Category: other-general

Job Description Company: BeHope.ca

BeHope.ca is a healthcare startup based in the GTA looking to revolutionise the way home healthcare is carried out! We make accessible and barrier-free spaces. We have a small but mighty team looking to add a new member who is eager to learn and improve people's life. As a Digital Advertising Specialist at BeHope.ca, you will be responsible for planning, implementing, and optimizing digital advertising campaigns across Google Ads and Facebook Ads platforms. The ideal candidate is a data-driven individual with a proven track record of creating and managing successful paid media campaigns. You will have the opportunity to work with a diverse range of clients, collaborate with a talented team, and contribute to the success of our growing agency.

Key Responsibilities:

- Develop and execute digital advertising strategies across Google Ads and Facebook Ads.
- Conduct thorough keyword research and audience analysis to inform campaign targeting.
- Create compelling ad copies and creatives that align with client goals and brand messaging.
- Set up and manage PPC campaigns, monitor performance, and optimize for maximum ROI.
- Analyse campaign data and provide insights and recommendations for continuous improvement.

Flexible schedule, available to work 25 hours per week during evening hours (6 pm - 11 pm). Stay up-to-date with industry trends, algorithm changes, and best practices to ensure campaign success.

Job Specification Qualifications:

4+ years of hands-on experience in managing Google Ads and Facebook Ads campaigns.

Bachelor's degree in Marketing, Advertising, Communications, or a related field.

Proficient in using advertising platforms, including Google Ads and Facebook Business Manager.

Strong analytical skills and the ability to interpret data to drive strategic decisions.

Excellent communication skills, both written and verbal. Google Ads and Facebook Ads certifications are a plus.

Familiarity with other digital advertising platforms (LinkedIn, Twitter, etc.) is a bonus.

Job Rewards and Benefits Medical

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