



## **PAID MEDIA BUYER**

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### **ABOUT US**

COMMON  
THREAD  
COLLECTIVE

The heartbeat of the Common Thread Collective (CTC) is far from your traditional marketing agency because we aren't a marketing agency. The traditional model is broken and we think differently. We are a digital sales agency passionate about helping entrepreneurs achieve their dreams.

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality. Pretty cool, huh?

In caring for our people, dream chasing and dream catching pulse through our office walls. A core value of CTC is that we are all entrepreneurs of our own life and as such we encourage play, promote curiosity, and help build each other up. To be better at our craft of digital sales, we strongly believe that investing in YOU will make CTC better overall.

A job is a job is a job. At CTC we don't hire for jobs, we build careers as a catalyst for your future self. We believe in who we hire so much that we offer all of our full-time employees:

- Full health, dental, and vision benefits that fit your lifestyle and goals.
- 401k program with a 3% company match (post 90 days employment) to bring out the investor inside you.
- 4 weeks of paid time off on top of Holidays, your Birthday and the week of Christmas paid. Go get your R&R on so when you're at CTC you're firing on all cylinders.
- A wellness reimbursement program that inspires 360 degrees of health: mentally, physically, and spiritually.
- Two monthly sessions to tell a licensed MFT therapist your dreams as an entrepreneur in our Tell Me Your Dreams (TMYD) program. To top it off, we provide you with resources to realize your dreams through our Dream Fund.

### **ABOUT THE POSITION**

At CTC, we deeply value the combination of left- and right-brain thinking, and this role fully embodies that concept. The Paid Media Buyer (PMB) is someone who can think creatively about brand communication and is also eager about making data-driven decisions. As a PMB, you are responsible for writing, building, and optimizing Facebook ads. Not only will you own part of the creative process but you are responsible for managing the budget and success of the ad accounts according to your client's goals. The PMB is a team player who's obsessed with performance and pushing the boundaries of what it means to be at success.

**Collaborate** | As the song goes, “I get by with a little help from my friends.” In this case, your friends are your growth team, your clients, and other members of CTC at large. As PMB, you’ll collaborate daily with members of your team to create conversion-focused ad creative direction. You’ll also work closely with your team’s graphic designer to ideate new ad concepts each week, based on insights from past campaign performance. For each new piece of creative, you’ll be tasked with writing compelling, direct-response ad copy based on past data, consistently testing new messaging strategies to increase conversions.

**Optimize** | Your ad account has dropped in performance, do you jump out of your seat to obsessively try to solve it? PMBs continually tweak and optimize campaign creative, copy, audiences, and buying tactics to create the best possible outcomes for their clients. As a PMB, you’ll build and report on both prospecting and retargeting campaigns that successfully push potential customers down the purchase funnel. You’ll also conduct multivariate tests in order to determine the best performing creative and target audiences for your campaigns.

**Communicate** | Collaboration is critical to our success, and the key to collaborating is communication. Every day, you’ll work to improve communication with and among your team and clients. Specifically, you’ll communicate with clients about campaign performance and creative testing results. You’ll combine data analysis and feedback from clients to develop strategic plans and tactical recommendations for targeting, messaging and optimizing campaigns to meet KPIs.

**Innovate** | The best PMBs are the ones who are constantly looking for ways to improve. They are never complacent with just hitting ROAS targets, they are looking for ways to surpass targets and constantly grow their knowledge. Our most successful PMBs are passionate about staying current with digital marketing best practices. They’re constantly seeking out new strategies related to Facebook buying and eCommerce optimization to help our client entrepreneurs achieve their dreams.

## ABOUT YOU

We hire for effort and interest at CTC. We have found that common characteristics of successful candidates for our Paid Media Buyer position encompass:

- Proven understanding of how to plan, develop, execute and optimize paid digital campaigns for eCommerce brands (Facebook Blueprint Certification a huge plus)
- An ability to manage large budgets and a solid understanding of financial risks
- Data-driven with a consumer-first focus. You have a track record of using analytics to provide strategic recommendations and drive growth for direct-to-consumer brands
- Solid understanding of marketing research and consumer psychology
- Familiar with eCommerce KPIs such as CPA, AOV, LTV, conversion rate
- Excellent communication skills, with the ability to present key ideas to non-digital centric clients
- Knowledge of Google Analytics
- Ability to self-manage and juggle multiple priorities
- Driven by details. You’re meticulous, thorough, and enjoy being extra-precise

- Creative mastery of the English language; exemplary grammar and spelling
- A desire to work in a fast-paced environment with a high level of collaboration
- Bachelor's degree with a focus on Marketing or Business, or relevant experience required
- Some flexibility to work weekends and after-hours as needed

