

# Social Media Manager (LinkedIn Ads) Job Description template

## Social Media Manager (LinkedIn Ads) Job Description Template/Brief

We are seeking a dynamic Social Media Manager with expertise in LinkedIn Ads to join our marketing team. This role involves creating and managing LinkedIn ad campaigns to boost our brand's visibility and engagement. The ideal candidate should have a strong understanding of LinkedIn's advertising platform, creative skills for crafting compelling content, and analytical abilities to optimize campaign performance.

## Social Media Manager (LinkedIn Ads) Job Profile

As a Social Media Manager (LinkedIn Ads), you will design, execute, and manage LinkedIn advertising campaigns to drive brand awareness and engagement. You will analyze campaign performance data and adjust strategies to improve results. This role demands a creative mindset, data-driven approach, and excellent communication skills.

## Reports To

The Social Media Manager (LinkedIn Ads) reports to the Head of Digital Marketing.

## Social Media Manager (LinkedIn Ads) Responsibilities

- Develop and implement LinkedIn advertising strategies aligned with business goals.
- Create, manage, and optimize LinkedIn ad campaigns to increase brand awareness.
- Monitor and analyze ad performance, adjusting strategies to meet KPIs.
- Collaborate with the content team to produce engaging ad creatives and copy.
- Stay updated on LinkedIn ad platform trends and best practices.
- Prepare and present campaign performance reports to stakeholders.
- Work closely with the sales team to align ad campaigns with lead-generation goals.
- Manage budget allocation and ensure cost-effective ad spending.
- Conduct audience research to refine targeting and improve ad relevance.

## Social Media Manager (LinkedIn Ads) Requirements & Skills

- Proven experience managing LinkedIn Ads campaigns.
- Strong understanding of LinkedIn's advertising platform and analytics.
- Creative skills for developing engaging ad content.
- Excellent analytical skills for interpreting ad performance data.
- Strong communication and presentation skills.
- Ability to work collaboratively with various teams.
- Experience with social media management and content creation.
- Bachelor's degree in Marketing, Communications, or a related field.