

# Sr. Manager, Paid Media Programs

Hi there!

We're looking for an experienced, strategic, data-driven programs (campaigns) marketer to join Enilon's marketing team.

Working as the most senior paid media programs marketer on the Performance Marketing team, the Sr. Manager, Paid Media Programs will be instrumental in building strategy, go to market plans, and cross channel campaign management approach at Enilon including hands-on execution and measurement.

If you're interested in driving your career at a fast-growing and profitable company, read on.

## About Enilon

Enilon is a digital agency located in Fort Worth, TX and founded in 2005, which provides digital marketing, strategy, design & development to a wide variety of clients ranging from non-profits and start-ups to Fortune 500 companies. We take our work seriously and want to build really cool digital experiences that perform at the highest levels for our clients. But we also have a lot of fun and care about your life outside of the office. If you want to work with a small team of intelligent people that care about the work we're doing and each other, here we are.

## How we work

**Freedom and flexibility.** All of us work wherever we'd like—reliable internet access is our only requirement. We sign into Slack and communicate asynchronously, work autonomously, and take ownership of our work.

## About You

**You know SMB and enterprise customers.** You have 5+ years working in digital marketing, such as Google Ads, Facebook Ads, Google Analytics, Google Tag Manager, Google Data Studio. You've had clear success building multi-channel programs to target new customers

**You're a big picture thinker who can also get down in the details.** You are able to set the strategic agenda to help our clients win over the long term. You comfortably navigate across levers in a full marketing mix, designing appropriate solutions for each opportunity. You own customer, consumer, and user experiences - driving initiatives through relentless advocacy and being "all in" on helping to develop, influence, and measure execution.

**You're well-versed in established multi-channel marketing goals, assets, and deliverables.**

You are comfortable with complex challenges ranging from testing new channels and attribution to driving campaigns across the full funnel (Awareness, trial, loyalty, etc.) You utilize a data-driven approach to establish meaningful plans and focus on what matters to test and develop iterative campaigns.

**You're a problem solver at heart.** You are a hypothesis-driven problem solver who tests theories with data and can quickly identify levers/sources of value. You know how to pull insights from data and communicate those insights clearly and with confidence.

**You're committed to being an awesome teammate.** You love to work with cross discipline marketing and stakeholder teams to drive planning, customer focused marketing mix, and deliver world class programs. You can effectively build relationships across the organization as an advocate for customers.

**You're analytically driven.** You have a passion for designing analysis that unearths tangible insights or key learnings to drive organization-wide decision making. You are able to frame your solutions for others and deliver your approach into everyday language, influencing broader marketing analysis and a repeatable approach to drive execution.

## Things You'll Do

- Work hands-on daily with platforms including Google, Facebook, Instagram, LinkedIn, Google Analytics, Google Tag Manager, and other related tools.
- Work both directly with clients as well as other Enilon team members (Account Management, Project Management, Sales etc.) to clearly understand client goals and business in order to formulate effective plans
- Manage budgets, bids, pacing, performance, and reporting for all paid media channels for multiple clients.
- Forecast paid search growth and conversion opportunity
- Provide strategic recommendations on overall account success and growth
- Be in a constant state of research and learning in order to remain on top of industry trends and best practices
- Work hands-on daily with platforms including Google, Facebook, Instagram, LinkedIn, Google Analytics, Google Tag Manager, and other related tools.

## How to Apply

We have a non-standard application process. To jump-start the process we ask a few questions we normally would ask at the start of an interview. This helps speed up the process and lets us get to know you a bit better right out of the gate. Please make sure to answer each question. After you apply, you are going to hear back from us, even if we don't seem like a good fit. In fact, throughout the process, we strive to make sure you never go more than seven days without hearing from us.

- *First Name*
- *Last Name*
- *Email*
- *Phone*
- *LinkedIn Profile*
- *Website*
- *How many years of experience do you have in Marketing Programs and Campaigns?  
Select Options (0-5, 6-7, 8-9, 9+)*
- *Describe your marketing experience (5-6 sentences)*

- *Tell us about your current/most recent employer. What does the company do? Who is the target audience?*
- *Tell us about your most recent role. What is your biggest focus? How do you spend your time?*
- *What channels have you utilized most for your marketing programs?*
- *Tell us about your most successful marketing program. What factors went into the plan? Who was involved in executing it? Why was it successful?*
- *Why are you interested in working at Enilon?*
- *For scheduling purposes, what time zone are you located in?*