

Job Brief

We are looking for a new team member who is a creative and detail-oriented individual, capable of buying digital ads and managing multiple social media campaigns.

Our fast-paced, high-accountability environment requires that you be detail oriented, a motivated self-starter, highly organized, enjoy working with others, and ready to take responsibility for delivering consistently high-quality work.

Must be comfortable running and managing media campaigns on Facebook, Twitter, SnapChat, TikTok, and other social media sites. A plus - good online writing skills for blogs and microblogs, proficient in internet-based research and data analytics.

In this role, you should be a critical thinker and able to manage multiple ad campaigns at once. Your goal will be to optimize ad exposure and outdo competition while staying within budgets.

- Fun team environment
- Room for growth with proven performance

Responsibilities

- Developing effective media buying strategies
- Managing social media accounts to keep them fresh and respond to ad comments and messages.
- Participating in media planning to identify target audiences and craft creative and effective campaigns
- Stay informed on social media news and have general working knowledge of client campaign topics
- Input target audiences and execute media campaigns
- Suggest optimization strategies and budgets according to the best performing creatives, audiences, placements
- Experiment with new platforms and channels
- Ensure ads are creative and displayed appropriately
- Monitor costs and return on investment (ROI)
- Ensure that ads reach target audiences through high-quality channels with the most effective performance metrics.

Qualifications

- Experience as a Media Buyer or similar role; experience in digital marketing is preferred
- Familiarity with media-buying, planning and research
- Interest in following advertising and media trends

Digital Media Specialist

- Organizational and multitasking abilities
- Attention to detail
- Critical thinking skills
- BS/BA in Marketing, Advertising or related field
- Effective communicator with team members
- Excellent interpersonal and communication skills, both written and verbal
- Desire to learn and take initiative

Preferred Skills in some or all of the following:

- Digital Media
- Digital Marketing
- Social Media Marketing/Communications
- Social Media Optimization (SMO)
- Search Engine Optimization (SEO)
- Online Marketing
- Search Advertising
- Ad Optimization

Interested candidates should send their resume and a cover letter to careers@Storylift.com.

What is it like working at Storylift?

Join our growing team in the beautiful Forest Acres neighborhood, just outside of downtown Columbia, with a casual dress code, open office, catered lunch, and positive atmosphere.

As part of our small team, you will have the opportunity to create an impact that directly affects the business on a day-to-day basis. We work to bring the “Silicon Valley start-up” vibe to Columbia and strive to keep a casual and open-collaboration environment. Everyone on the team is encouraged to share their ideas and contribute where they feel they can add positive impact.

About Storylift

Founded in 2007, Storylift is a data-driven public relations and communication company, focused on delivering actionable analytics and measurable results for our clients. We harness the power of social media to reach potential customers with more precision than ever before.

We’re not a traditional PR firm. Storylift was built from the ground up as a technology company, cultivating experience and expertise in how technology can be used to communicate with the public in the most impactful ways.