



Digital Marketing Specialist

About Us:

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:

Much like other groups of human beings—from primitive tribes to ship crews to sports teams—a company becomes something greater than the sum of its parts. Or, perhaps more accurately, the company becomes only as great as the sum of its parts. So it's vitally important that any company worth its salt makes sure that the corporate culture equation adds up to something you actually want.

If David Ogilvy & Sheryl Sandberg had a baby, it would be a Digital Marketing Specialist here at Common Thread Collective. At CTC we deeply value the combination of left/right brain thinking and this role is perfect display of that appreciation. A DMS is responsible for both writing fresh, ready-to-sell ad copy for all of their team's accounts and managing the mechanical building of ad creative within Facebook. Daily, a DMS will write and build ads in Facebook that both communicate a client's brand

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clearly and drive customers to purchase, and that sometimes tests hypotheses and builds knowledge for the team. An flexible multitasker with a pinball-like ability to move between tasks, a DMS is fully trusted by their team to work diligently, quickly, & consistently get the job done no matter the obstacles thrown their way.

Build | A DMS' attention to detail is essential to executing their team's creative testing hypothesis in-platform. They are also responsible for building out audiences, pixels, account structure & ads.

Write | The DMS will also be responsible for writing ad copy. Their ability to balance brand voice, creativity, & speed helps their team iteratively learn & make adjustments toward account performance. Compelling and clear, the ideal ad copy will support the creative's ability to move a viewer down the funnel toward purchase.

Launch | The DMS will be the one in the account putting all the pieces together to launch ads. They will need to be platform experts and know all the different ad formats, audience possibilities, bidding strategies, conversion events, and optimization goals. It is important that they know the in's and out's of the platform to ensure that they can launch numerous campaigns correctly and quickly.

Support | In executing both strategic and creative tasks, a DMS will support their team's shared vision for accounts. Whether that's a new creative test, platform challenge, or workflow management, they are ready to actively be part of the solution to overall team success.

About You:

We hire for effort and interest at CTC and have found our successful DMS's encompass:

- 1+ years of working with Facebook Ads Manager
- Professional writing background or experience writing for social media platforms required
- Bachelor's Degree in Communications, Business, Marketing, or related field is preferred.
- Ability to utilize Excel/Numbers/Google Sheets to find trends and solve discrepancies.
- Be able to switch back & forth between different tasks quickly & efficiently.
- Blend creativity, a detail oriented mindset, & analytical problem solving into daily tasks.
- Managed daily, monthly, and annual ad spends for several clients at one time.
- Background in brand marketing and an understanding of customer purchase behaviors

