



ARE YOU READY?

We are a young, dynamic, passionate and innovative telecommunication company.

We have more than 300 people in our team and we are all dedicated to providing quality, innovative and reliable solutions to our residential and business clients in the field of fixed – line telephony, Internet and IP television services.

**Be a part of the adventure.
We believe in challenges.**

**IN ORDER TO EXPAND OUR MARKETING TEAM, WE ARE LOOKING FOR
AN ENTHUSIASTIC AND HIGHLY MOTIVATED NEW COLLEAGUE FOR THE
POSITION:**

Digital Advertising Specialist

Belgrade

Job Description:

The Digital Advertising Specialist is responsible for setting up, optimizing, and reporting on digital advertising campaigns. This position is primarily focused on paid search ads within the Google, Facebook and Instagram advertising platforms. Campaigns will also include retargeting, search, display, and video ads. This position includes strategy, budget allocation, client communication, and hands-on research, implementation, optimization, and reporting on campaigns.

Your tasks:

- Setup and ongoing optimization and management of PPC/Digital Advertising campaigns
- Management of ad budgets, A/B testing ad creatives, keyword research, setting up audiences, and optimizing for conversions and KPIs
- Analysis of campaign data and reporting on recommendations and strategy on a monthly basis
- Management of ad budgets, text ad creative, and keyword research
- Perform digital advertising audits
- Ability to manage multiple accounts and tasks with effective resolution of conflicting priorities
- Ensure implementation of best practice guidelines and follow company processes

Your profile:

- Google Analytics experience a plus
- Knowledge of Retargeting/Remarketing, Display, and Rich Media/Video Advertising
- Knowledge of SEO, online search mediums and social media and an understanding of how all of these channels work together with advertising is a plus
- Experience with Google AdMob a plus
- Experience with Google AdSense a plus
- Experience with Facebook Ads a plus
- Must be a team player that is also comfortable working independently
- Driven, forward-thinking individual with the ability to come up with creative digital advertising solutions
- Experience or interest in the telecommunications and multimedia industry

All applications will be considered confidential.

APPLICATION :

<https://orion.oneassessment.com/job/Digital-Advertising-Specialist-6grAK/apply>

www.oriontelekom.rs