

Now Hiring: Full-Time Team Member for Advertising Agency in Bloomington, IL

## Jr. Digital Advertising Specialist

### Important Note

**This is NOT a remote position.** For this full-time, salaried career, candidates **must** reside in the Bloomington-Normal area to work in-person daily at the JoshuaOneNine Office in downtown Bloomington.

### POSITION OVERVIEW

Responsible for effectively placing, optimizing, and reporting on the performance of digital ads for the core client base of a growing Advertising Agency, as well as supplementing the Agency's standalone Paid Ads division. After the production team develops the creative, **it's your job to make sure people see it, finding eyes & ears across multiple screens and devices** on whatever platform, service, feed, site, and channel consumers are using, from Google to Social Media to Streaming Media platforms. You identify, target & reach our clients' next customers.

- **Create & Manage Paid Google Ad Campaigns** | Search, Video, Display, Shopping, PMax, etc.
- **Create & Manage Paid Social Media Ad Campaigns** | Instagram, Facebook, TikTok, etc.
- **Create & Manage Paid Streaming Media Ad Campaigns** | OTT/CTV Video, Audio, OOH, etc.
- **Connect, Track & Analyze Everything** | GA4, GTM, Looker, other ad performance automations, etc.

**This is a very active, trusted, hands-on position working with small businesses both in the local community and nationally via our standalone Paid Ads Division.** This role represents an expansion of our Agency. You are not replacing someone who is leaving; rather, you'll be a new addition to the team. We've got a waiting list of new clients, but we'll only say yes to them if we can accommodate that new workload by adding the right person. You will be the one handling budgets, placing digital advertising with limited client ad dollars, and clicking the buttons that say Submit, Schedule, and Publish across all Google, Social, Streaming, and other 3rd party platforms. You make sure connected integrations are talking so all the data flows, and then you'll be actively managing those campaigns based on your analysis of their performance, which you'll be able to discuss on a regular basis so we know what's working.

You're the messenger. **You target audiences** like a sniper, you can do research without ChatGPT, and you're borderline obsessive about optimization and efficiency. You love finding the story in the numbers, exploring new platforms, and you're always looking to identify and optimize the most valued segments of ears and eyeballs whose screen should be filled with our clients' content. **In an increasingly AI-powered advertising landscape, you're eager to master it**, not be daunted and intimidated by it.

## COMPANY INTRODUCTION

JoshuaOneNine believes our clients are worth a new creation, and we're shaping a community where businesses feel local, but never small. We're a relational marketing agency that creates and distributes strong & courageous content for local brands. Internally, our Christian culture openly and unashamedly embraces Bible study and prayer. We value integrity alongside ability, and character alongside competency. In addition to putting in a productive day's work, our small company offers a platform to reflect gospel-centered values into the lives of co-workers, clients, and the community through our conduct and contributions. **We want to be at the cross-section of marketing and ministry as we flex our creativity in a faith-based environment.**

## JOB DESCRIPTION *(Detailed Skills & Competencies)*

As a **Jr. Digital Advertising Specialist**, you'll work closely with other team members while reporting directly to the Owner. You'll be responsible for digital advertising content distribution and optimization primarily related to Google Ads, social media ad platforms, and streaming video/OTT, plus additional new and emerging digital platforms.

In addition to the placement and scheduling of digital ads, **you are also responsible for targeting research, optimizing placements, ensuring proper tagging connections and tracking, and analyzing ad performance.** You need to know how to connect all the meaningful data points and evaluate what's working and why. Basically, whatever the creative team creates, you make sure people see it, hear it, and take action.

This position is **not** responsible for organic social media management, content, posting, or reputation management. You will not be doing graphic design, shooting photos, or editing videos. At most, you'll write headlines and descriptions for paid ad campaigns. This is an ad-buying, paid advertising, data-and-analytics role.

## GOOGLE ADS & ANALYTICS

Our Agency's Paid Ads Division works with a growing number of clients nationwide, and your priority will be to become an expert in the Google Ads platform, specifically in creating and managing the following campaign types:

### Google Ads

- **Search.** You'll build campaigns, and then actively manage them to combat what the AI gets wrong. However, AI in Search is here to stay, so this will include embracing AI Mode, AI Max, and ads in AI Overviews.
- **Display.** Using both completed graphics/videos and assets for responsive platform tools.
- **Video.** Across YouTube, Shorts, and partner video platforms.
- **Shopping.** Product listing ads through Google Merchant Center.
- **Performance Max (PMax).** AI-driven product optimizing various Google Ad types into a unified campaign.
- **Demand Gen.** Visual discovery product designed for top-of-funnel awareness.
- **Retargeting.** Special campaigns targeting previous visitors.
- **Custom Audiences & Targeting.** You'll, of course, need to master this using both 1<sup>st</sup> and 3<sup>rd</sup> party data.

### Tracking & Analytics

- **GA4.** You'll be familiar with GA4 and identify what happens on the Client's website after people click your ads.
- **GTM.** Tag actions customers take on Client websites, so proper data is passed to the proper places.
- **Looker.** Reporting is easier when you can pull data from various places into a single dashboard.

# SOCIAL MEDIA ADS

*Most* local businesses think “advertising on social media” means posting a photo or video to their story or feed every day. *Some* of them understand what “boosting” a post means. *Almost none* of them have ventured into Meta Business Suite or TikTok Ads Manager. But this is where effective social media advertising really happens, and it’s where you’ll spend your time. You’ll be in the backend interfaces, placing paid ads the way they’re supposed to be placed.

- **Meta.** You’ll regularly be in Meta Business Suite creating paid ad campaigns on **Facebook and Instagram**, managing objectives, audiences, and budgets, and editing placements so the proper creative appears in Feeds, Reels, and Stories. This will also include boosting organic content, as well as running retargeting campaigns.
- **Other Social Platforms.** You may also be creating and managing paid ad campaigns on **TikTok and LinkedIn**. On occasion, this could also expand to Snapchat, X, Pinterest, and other platforms.
- **Custom Audiences & Targeting.** You’ll, of course, need to master platform features like pixels, custom audiences, and lookalike audiences using both 1<sup>st</sup> and 3<sup>rd</sup> party data.

# STREAMING ADS

Believe it or not, there are other players besides Google and Meta. The world of OTT is booming, and you’ll master it.

- **CTV DSP’s.** You’ll use specialized self-serve platforms such as **Vibe and MNTN** to place Client video ads.
- **Publisher Networks.** You may also be creating and managing paid ad campaigns via walled garden publishers such as **Hulu, Sling, Disney+, Paramount+** and other platforms.
- **General DSP’s.** You’ll use self-serve platforms such as **Choozle, StackAdapt, and AdRoll** to place Client ads across multiple channels (display, native, video, CTV, audio), and also hybrid solutions like **Amazon DSP**.
- **Streaming Audio.** You’ll use self-serve platforms such as **Spotify and AudioGo**.
- **Digital Billboards.** You’ll use platforms such as **BLIP**, and access portals from local billboard companies.

# ACCOUNT MANAGEMENT

Across all 3 of the above categories (Google Ads, Social Ads, Streaming Ads), you will be expected to do the following:

- **Conduct Custom, non-AI Client Research.** You won’t be able to rely on ChatGPT for this. You’ll provide recommendations to current and potential clients, as well as gather information needed to properly set up campaigns. This can include budgeting, bid strategies, ad objectives, keywords, previous campaign performance, client competitor information, customer demographic, geographic and behavioral targeting.
- **Create Proper Campaign Structures.** The Campaign/Ad Set/Ad level structure can’t be a mess. You’ll name these appropriately, and structure them to best achieve client objectives within their budgets, so we’re not competing with ourselves or getting buried in learning mode.

- **Connect Everything.** You will properly connect, tag, and link relevant website and e-commerce platforms to track the performance of campaigns. For example, if a customer sees a Client ad on Instagram, taps it, goes to the website, and taps a 'Book an Appt' button that takes them to Calendly where they book an appointment with our Client, you need to **know how and show how** that came from Instagram.
- **Promptly Resolve Issues.** Because you're actively managing your campaigns, you'll see alerts and notifications as soon as they appear, and you'll promptly identify and resolve issues within Client campaigns, including any potential policy violations or appeals.
- **Contact with Reps & Clients.** You will be one point of contact for digital platform reps. Our Agency periodically takes video calls and emails with representatives from Google, Meta, TikTok, and other platforms. And occasionally, a Client will want a copy of a receipt from a Meta campaign (for example). You will handle these. Additionally, you will be involved with creating and sending **Monthly Touchbase reports** to Clients, keeping them looped-into the performance of their campaigns and how we're actively managing them toward success.
- **Confidentiality, Trust & Attention to Detail.** You will have access to multiple credit cards and paid ad accounts. Your ability to keep this information safe, confidential, and functional is the highest priority. You need to have **smarts and integrity while being organized, careful, and disciplined** to double check before going live and to not get phished by scam emails.

## **QUALIFICATIONS, EXPERIENCE & REQUIREMENTS**

### **Requirements & Strong Preferences**

- **This is not a remote nor WFH position.** Residency in the Bloomington-Normal area is **required**.
- **Google Ad Certifications strongly preferred.** Candidates with demonstrable expertise working in Google Ads platforms may still be considered even if certifications are incomplete. (But you'll be expected to complete your certifications immediately).
- **Minimum of 1 year experience working in the Google Ads platform is required.** Campaigns are already up-and-running, and we want you to step-in and know what you're doing from day one.
- Must be a United States citizen or permanent resident. Relocation benefits are not available.
- You must be able to demonstrate your character through multiple non-family **references**, if requested.
- **You must have a valid driver's license and reliable vehicle** for day travel to the office.
- Due to intensive audio/visual projects, adequate vision (both clarity & color) and auditory abilities are **required**.
- JoshuaOneNine uses Apple MacBooks, and you will be expected to use iOS and the company laptop.

### **Additional Preferences to Enhance your Candidacy**

- **Experience in the world of advertising is a big plus**, though not required. A desire to grow is expected.
- **Other degrees, licenses, or certifications.** Competency and character matter most, but a formal background in marketing, communications, digital media, or related fields would be a plus.
- We're an intensely local company looking for reliable longevity from this position, so while not required, we welcome candidates who may consider putting down roots and making Bloomington-Normal their home.
- Additionally, being familiar with JoshuaOneNine clients will make you highly competitive.

## WORK ENVIRONMENT

You'll be expected to work from the company's headquarters in Downtown Bloomington with the rest of the team, where we regularly interact with clients and their staff. We are an openly Christian company that has a team-building Bible Study every Wednesday morning. The ideal candidate will be curious & excited to join that culture.

## Salary & Benefits

- **Starting range of \$45,000 - \$55,000** annual Salary, based on skills, competencies, experience & qualifications.
- Monday-Friday, 8a-4pm with occasional unpaid evening or weekend commitments in support of client projects.
- Health Insurance benefits include an optional HRA (Health Reimbursement Agreement) after 30 days.
- Paid Parking.
- Paid Vacation & Sick Days.

## Other Perks:

- JoshuaOneNine is on the top floor of the Illinois House Building in Downtown Bloomington, in a recently renovated Office featuring a recording studio, lots of space, and great views. It's a unique spot.
- Our clients are outstanding, and you may find yourself occasionally taste-testing new menu items and beer, trying on jewelry, attending an awards gala, flying at 10,000 feet, and more.

## TO APPLY

Apply by sending an **email to [careers@joshuaonenine.media](mailto:careers@joshuaonenine.media)** containing the following:

- **Personalized, custom cover letter** explaining why you'd be the right fit for our **company** in addition to being right for this role. Do not send us the stock cover letter template you send everyone else. And do not load this job posting into ChatGPT (or other AI) and ask it to generate a cover letter. **During your interview, you will be directly asked whether you used AI to write (or help you write) your Cover Letter, and the answer is expected to be no.** Write something that demonstrates you have fully read this job posting and researched our company and our Clients.
- **Resume** with references.
- Estimate of when you could start, if offered the position.

## TIMELINE

- **Interviews will start as soon as qualified candidates apply and will continue until the right candidate is found.** Again, this is a newly created position; you're not replacing anyone. We aren't necessarily in a hurry to fill this role. Offers will only be extended to candidates who seem like great fits for our company and our culture. We are, however, aiming for an **expected start date no later than April 30, 2026.**