

COPYWRITER & ADS SPECIALIST

VA UPWORK JOB AD

Title: Ads specialist & copywriter

Description:

We're a recruitment agency based in London and we're looking for an Ads Specialist to drive growth through Facebook, LinkedIn, and Google ads.

Job Overview:

- Write engaging texts, highlighting the benefits of taking our courses/ being part of our recruitment network with the aim of acquiring new leads
- Create, adjust and improve our ads targeting and audiences
- Track campaigns and other activities against KPIs, optimizing where required;
- Establish ads budgets and optimize for best results
- Clearly articulate the features and benefits of our services to the market and evangelize the product internally and externally through marketing activities
- Create relevant, dynamic video scripts that we can then translate into videos

What you need:

- Excellent English written and verbal communication skills
- Marketing, SEO, and ADS creation experience
- Time-management skills, with the ability to prioritize tasks
- Be passionate about social media marketing, content creation and have a strong creative flair
- To be available for a long-term collaboration – this role will have an initial 2 month trial
- Experience with Facebook, LinkedIn, and Google ads
- Experience with content writing tools

The hourly rate will depend on experience as well as portfolio.