

Media Buyer – Meta Advertising (Freelance/Contract)

Reports to: Client Strategist

Type: Freelance / Part-Time (per client or per campaign)

Location: Remote

Platforms: Meta (Facebook + Instagram); Google Ads optional later

Role Summary

Jaguar & Fern is a premium, performance-driven agency serving \$10M+ healthcare clinics. We run structured, compliant Meta campaigns using pre-built creative, landing pages, and strategic input. We do not improvise or rely on guesswork.

We're hiring a Media Buyer who can launch, manage, and optimize Meta campaigns based on clearly defined briefs and performance targets — not gut feel.

This role is about precision, reporting, and proactive problem-solving. The creative and copy are handled elsewhere. Your job is to deploy advertising budgets efficiently, test intelligently, and flag issues before they become problems.

What You'll Own

Campaign Execution:

- Build and launch Meta campaigns that follow Jaguar & Fern structure and naming conventions
- Use the provided copy, creative assets, and calls-to-action exactly as defined in the campaign brief
- Verify correct links (with UTM tracking), working forms, and Meta pixel events before launch
- Set budgets either at the campaign level (automated distribution) or at the ad set level (manual control), depending on strategy

Performance Management:

- Monitor cost per lead, cost per click, and click-through rate across cold traffic and retargeting flows
- Optimize budgets, placements, and audience targeting to maximize lead volume and efficiency
- Identify ad fatigue, budget inefficiencies, or compliance flags early and escalate only when necessary

Reporting & Collaboration:

- Submit a weekly report using Jaguar & Fern's Notion template with key metrics, changes made, and what's next
 - Clearly explain what was done and why — no fluff or filler
 - Collaborate with the strategist and creative team to request updated assets or messaging when truly needed
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You're a Fit If You...

- Have managed Meta ad accounts spending \$15,000/month or more
 - Are fluent in Meta Ads Manager and can build, optimize, and monitor campaigns without supervision
 - Understand how to manage campaigns in compliance-sensitive industries (e.g., healthcare, wellness, aesthetics)
 - Are structured, accurate, and detail-oriented — every ad should be correct before going live
 - Communicate clearly and proactively — and deliver updates without waiting to be asked
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This Role Is Not a Fit If...

- You rely on creative testing or rewrite your own copy
 - You overlook details like broken links or missing UTM tags
 - You expect someone to QA your work for you
 - You resist structured reporting or fail to escalate issues until it's too late
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Tools Used

- Meta Ads Manager (for campaign setup, monitoring, and optimization)
 - Slack (for async communication with the team)
 - Notion (for briefs, reports, and task tracking)
 - Unbounce (landing page links only — no building required)
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Logistics

- Freelance / part-time, per-client or per-campaign basis
- Flat monthly rate or hourly retainer depending on scope
- Must overlap partially with Eastern Time (EST) for check-ins