

# Philippines Jobs Expertini®

## Digital Advertising and Social Media Specialist

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Company: Foto Machina Inc.

Location: Philippines

Category: other-general

**Job Title:** Digital Advertising and Social Media Specialist

**Company:** Foto Machina Inc.

**Location:** Makati City

**Employment Type:** Full-time

**Job Function:** Marketing and Advertising

**Industries:** Photography, E-commerce, Retail

**Job Level:** Entry Level

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**Overview:** Foto Machina Inc., a dynamic product photography studio catering to esteemed clients in the online retail space, is seeking a passionate and talented individual to join our team as a Digital Advertising and Social Media Specialist. As a crucial member of our marketing team, you will be responsible for driving our digital advertising efforts on platforms like Meta and Google. Given our startup environment, you will also play a pivotal role in scheduling and optimizing our social media content.

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### Key Responsibilities:

#### Digital Advertising:

Plan, execute, and optimize digital advertising campaigns on platforms such as Facebook and Google.

Monitor and analyze campaign performance, providing insights and recommendations

for improvement.

Collaborate with the creative team to develop visually compelling ad creatives.

### **Social Media Management:**

Develop and execute a social media content calendar aligned with marketing goals.

Schedule and publish engaging content across various platforms, including but not limited to Facebook, Instagram, and Twitter.

Monitor social media channels, respond to comments, and engage with the audience.

### **Analytics and Reporting:**

Track and report on key performance metrics for digital advertising and social media efforts.

Provide regular updates to the marketing team on campaign performance and social media engagement.

### **Collaboration:**

Work closely with the marketing head and the production team to ensure cohesive and integrated marketing strategies.

Collaborate with internal stakeholders to gather information and insights for effective campaign targeting.

### **Minimum Qualifications:**

Bachelor's degree in Marketing, Advertising, or a related field.

Demonstrable experience in planning and executing digital advertising campaigns on platforms like Facebook and Google.

Familiarity with social media scheduling tools and platforms.

Strong analytical skills and the ability to interpret data to make informed decisions.

Creative mindset with an eye for design and visual aesthetics.

Excellent communication skills and the ability to collaborate effectively with cross-functional teams.

#### **Additional Skills (Preferred):**

Experience with e-commerce or product-based businesses.

Knowledge of SEO and content marketing.

Basic graphic design skills.

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#### **Work Environment:**

Startup culture with a focus on innovation and collaboration.

A fast-paced, dynamic work environment with opportunities for professional growth.

If you are passionate about digital advertising, social media, and want to contribute to the success of a growing startup, we invite you to apply. Be part of a team that is redefining visual content in the e-commerce space.

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