

Growth Marketing Manager, Paid Social (Tel Aviv)

[Apply Now](#)

Company: Resident

Location: Tel Aviv-Yafo

Category: other-general

Who we are

Resident is an industry-leader in the Direct-to-Consumer (e-commerce) space. While our customers are primarily based in the US, our R&D, Product and Data teams have been operating out of Tel Aviv since our founding. Our mission is simple, we are building a best in class ecommerce platform that leverages data and technology to create a competitive advantage for our brands. Starting from the marketing acquisition funnel and continuing through each customer's journey, our tools and technology enable us to go the extra step to deliver a world-class customer experience.

Our company is built around continuously improving our ability to introduce new customers to our products, and wow them with exceptional experiences through the shopping and post purchase journey. We love to use data and metrics to drive our decisions, while keeping in mind that customers don't speak in numbers, and that each one should be treated as a member of our family.

Oh, and by the way - you'll get to work with a diverse group of experts around the globe.

You can expect a hard working team of people that understands how to create meaningful connections and get great work done virtually - it's in our nature!

What we do:

We are looking for a Growth Marketing Manager, Paid Social to join our diverse Marketing team. Reporting to the Director of Paid Social, the primary objective of this position is to manage the launch, ongoing reporting, and management of paid social media advertising

campaigns. The Growth Marketing Manager, Paid Social will focus on creating impactful advertising strategies that increase brand visibility, drive sales, and enhance customer engagement on various social media platforms.

Roles and Responsibilities:

Campaign Launch and Management:

- Plan and execute the launch of paid social media ad campaigns, ensuring alignment with the company's marketing goals.
- Collaborate with creative teams to develop engaging ad content, including visuals and copy that reflects the brand's voice.
- Configure campaign settings, including targeting, budgets, and scheduling, to maximize ad performance from the outset.
- Continuously monitor and manage live campaigns to ensure they are performing optimally.
- Adjust campaign strategies as needed based on performance data and changing market trends.
- Work within budget constraints to allocate funds effectively across campaigns and platforms for maximum ROI.

Reporting, Analysis, and Budget Management:

- Regularly collect and analyze performance data for all active campaigns.
- Generate comprehensive reports detailing campaign performance, insights, and ROI.
- Present findings to stakeholders and recommend adjustments to campaign strategies based on data insights.
- Oversee the budget for paid social campaigns, ensuring efficient allocation of resources for optimal campaign performance.
- Track spending and manage budgets to avoid overspending and maximize campaign effectiveness.

Collaboration:

- Work closely with the marketing team to ensure paid social strategies are cohesive with overall marketing objectives.
- Coordinate with design and content teams to ensure ad materials are on-brand and effective in engaging the target audience.

Requirements:

- BA in a business field, such as marketing, communications, or a related field – a must
- 2+ years experience of actively managing Paid Social campaigns – a must
- Experience driving ROI-positive paid social campaigns for an e-commerce business – a must
- Analytically minded person, with the ability to optimize campaigns based on data generated
- Experience in a fast-paced, start-up environment with the ability to quickly get up to speed, iterate, and take on other projects
- Collaborate with diverse teams in various time zones, English fluency – a must
- Experience with Google Analytics and Looker/Data Studio or similar analytics tools
- Experience within all relevant native Paid Social platform-tools/UI's

[Apply Now](#)

Cross References and Citations:

1. [Growth Marketing Manager, Paid Social \(Tel Aviv\) ConsultantjobsJobs Tel Aviv-YafoConsultantjobs](#) ↗
2. [Growth Marketing Manager, Paid Social \(Tel Aviv\) ItalyjobsJobs Tel Aviv-Yafo Italyjobs](#) ↗
3. [Growth Marketing Manager, Paid Social \(Tel Aviv\) Jordanjobs Jobs Tel Aviv-Yafo Jordanjobs](#) ↗
4. [Growth Marketing Manager, Paid Social \(Tel Aviv\) Nodejobs Jobs Tel Aviv-Yafo Nodejobs](#) ↗
5. [Growth Marketing Manager, Paid Social \(Tel Aviv\) GeologyjobsJobs Tel Aviv-Yafo Geologyjobs](#) ↗
6. [Growth Marketing Manager, Paid Social \(Tel Aviv\) Denverjobs Jobs Tel Aviv-Yafo Denverjobs](#) ↗
7. [Growth Marketing Manager, Paid Social \(Tel Aviv\) Smartjobsearch Jobs Tel Aviv-YafoSmartjobsearch](#) ↗
8. [Growth Marketing Manager, Paid Social \(Tel Aviv\) ItalyjobsJobs Tel Aviv-Yafo](#)

Italyjobs ↗

9. Growth Marketing Manager, Paid Social (Tel Aviv) GeneticsjobsJobs Tel Aviv-Yafo

Geneticsjobs ↗

10. Growth Marketing Manager, Paid Social (Tel Aviv) Canadajobscareer Jobs Tel

Aviv-Yafo Canadajobscareer ↗

11. Growth Marketing Manager, Paid Social (Tel Aviv) FishjobsJobs Tel Aviv-Yafo

Fishjobs ↗

12. Growth Marketing Manager, Paid Social (Tel Aviv) ElectricianjobsJobs Tel Aviv-

YafoElectricianjobs ↗

13. Growth Marketing Manager, Paid Social (Tel Aviv) UsajobscentralJobs Tel Aviv-

YafoUsajobscentral ↗

14. Growth Marketing Manager, Paid Social (Tel Aviv) GhanajobsJobs Tel Aviv-Yafo

Ghanajobs ↗

15. Growth Marketing Manager, Paid Social (Tel Aviv) CameroonjobsJobs Tel Aviv-

YafoCameroonjobs ↗

16. Growth Marketing Manager, Paid Social (Tel Aviv) Uzbekistanjobs Jobs Tel Aviv-

YafoUzbekistanjobs ↗

17. Growth Marketing Manager, Paid Social (Tel Aviv) Madridjobs Jobs Tel Aviv-Yafo

Madridjobs ↗

18. Growth Marketing Manager, Paid Social (Tel Aviv) Searchukjobs Jobs Tel Aviv-Yafo

Searchukjobs ↗

19. Growth marketing manager, paid social (tel aviv) Jobs Tel aviv-yafo ↗

20. AMP Version of Growth marketing manager, paid social (tel aviv) ↗

21. Growth marketing manager, paid social (tel aviv) Tel aviv-yafo Jobs ↗

22. Growth marketing manager, paid social (tel aviv) JobsTel aviv-yafo ↗

23. Growth marketing manager, paid social (tel aviv) Job Search ↗

24. Growth marketing manager, paid social (tel aviv) Search ↗

25. Growth marketing manager, paid social (tel aviv) Find Jobs ↗

