

Connect Ads is NOW HIRING!
Campaign Manager
Casablanca - Morocco

Looking for a high caliber to manage, deliver, and optimize variety of performance-focused clients in the region. Candidates must have strong background in paid social media, specifically with direct response campaigns and performance clients.

Roles and Responsibilities

- Execute, manage, and optimize digital media campaigns (auction based performance campaigns, audience-based buying, remarketing campaigns) while meeting client performance expectations
- Manage the delivery of creative assets, insertion orders, and all relevant documentation in preparation for campaign launch
- Provide regular insights detailing performance, campaign optimizations, and new opportunities to clients
- Manage campaign expenses, monitoring budget, and monthly costs
- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid campaigns
- Lead and assist in coaching, managing, and educating campaign managers and campaign specialists (clients' side)
- Attend client meetings

Qualifications

- 2-3 years of operational experience in media Agency – specially paid Social Media and platforms
- Strong understanding of performance and digital marketing
- Proven experience of managing multiple performance campaigns and optimizing results
- Experience with website analytics tools (Google Analytics; Facebook analytics)
- Self-motivated with ability to work both independently and within a team
- Strong analytical skills with proven ability to interpret data and experience working in data-led environment
- Proficient in Microsoft office applications
- Google Certifications are a plus
- Familiar with third-party measurement platforms - Double Click Manager is preferred
- Excellent communication skills in French & English
- Deep understanding of website tracking and pixel implementation for performance measurement
- Nationality: Moroccan

To apply, send your CV via email to careers@connectads.com with the job title in subject line.