

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-621-2022
Company Name	Nasos
Industry	Lead Generation
Vacancy	Media Buying/Facebook Ad manager Specialist
Number of vacancies for that position	2
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	Contractual
Major(s)	Business Marketing
Degree	Bachelor
Years of Experience	3-4 years
Location	Jounieh
Remuneration & Benefits	
Currency (LBP, Dollar, Lollar)	Dollar
Tasks & Responsibilities	<ul style="list-style-type: none"> • The Senior Facebook Media Buyer participates in all aspects of executing high profile and complex paid social media campaigns on networks like Facebook, Twitter, Snapchat, Pinterest, etc. This includes initial planning, implementation, monitoring, optimization, analysis and reporting. • Actively manage paid social campaigns to the achieve clients' goals – which may vary from engagement, acquisitions, direct response, reach and frequency, etc. • Analyze performance data and provide intelligent synthesis, interpretation and appropriate action plans based on conclusions • Develop and manage execution of campaign plans • Maintain a high level of up-to-date knowledge of best practices and strategies in social media and paid social media (betas, ad network updates, innovation opportunities, etc.) • Maintain knowledge of the dynamic digital ecosystem (search, social, native, display) and how channels work together • Assist in development of media strategy and building paid social media plans (including audience targeting and segmentation, messaging, budgeting, etc.)