

Ad Operations

Description

Compensation: \$50 – \$75 per hour depending on experience Weekly hours: 10+ hours Hours: Flexible hours but must be available for check-ins once per week at a recurring day/time Billing: Invoicing every 30 days Timeframe: This is a 3 month contract position at 10+ hours a week, with the potential to renew Propel is on a mission to empower low-income Americans by simplifying access to government benefits with modern technology. All of our users deserve first-class experiences in their daily interactions with the social safety net and financial services. We're a passionate team of 100 Propellers – all working to help our users get through the month, every month. Propel's marketing team is hiring a part-time Ad Operations Contractor! In this role, you'll manage our paid advertising channels and reporting across paid search and paid social. We offer: An immediate opportunity to make an impact A get-stuff-done and fun and caring culture Meaningful work and a strong shared sense of mission Competitive compensation A remote-first working environment. Our headquarters is in Brooklyn and we have in offices in San Francisco and Salt Lake City. We're currently accepting applications from the states we have an established entity, which includes California, Colorado, District of Columbia, Florida, Georgia, Illinois, Maryland, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Texas, Utah, Virginia, and Washington. What you'll do: Manage and optimize paid channels for the Providers app, including platforms like Apple Search Ads, Google UAC, DSPs, TikTok Ads, Facebook, and Pinterest Enhance paid ad channel efficiency through comprehensive analysis and optimization of current campaigns. Develop data-driven strategies to reduce or maintain the cost per acquisition (CAC) while increasing the lifetime value (LTV) of users Oversee reporting in collaboration with the Senior Growth Marketer and data analyst, tracking and analyzing performance metrics across all paid channels to deliver weekly actionable insights Make informed decisions on budget allocation, channel performance, and creative testing, identifying growth opportunities and underperforming areas Evaluate and test new paid channels with the Senior Growth Marketer, experimenting with ad formats, messaging, and targeting to find the optimal mix for our audience Refine paid channel strategy and explore new acquisition channels and creative approaches, setting the stage for sustainable growth post the initial 12-week period Focus on increasing new user acquisition, tracking monthly new user volume to support growth objectives What you have: At least 3 years of experience in managing ad campaigns across paid search and social channels, with specific expertise in Google UAC, Apple Search Ads, and Facebook Demonstrated capability in meeting CAC targets Must Have: Analytics skills – Excel/Google Sheets Nice-to-have: SQL Experience in app advertising for apps with >1 million MAU Preferred: Agency background Nice-to-have: Copywriting for paid ads More About Propel We believe that Americans with limited income deserve modern, respectful, and effective experiences around their government benefits and money. Unfortunately, the status quo often fails to treat them as first-class citizens in their daily interactions around the social safety net and financial services. The tech industry hasn't pulled its weight in solving the problems faced by low-income Americans. Propel's mission is to change that. We've built Providers, the single most popular app in the country built specifically for low-income Americans. Over 5 million families each month use Providers to seamlessly manage their government benefits (programs like SNAP, commonly known as food stamps), conduct their banking, and save and earn money. Providers has been recognized by the White House, featured on the front page of the NYTimes, and carries over 500,000 five star reviews. Propel is a for-profit, venture-backed company that holds its social mission at its core. We're proud to be supported by a blend of nonprofits, impact investors, and

Hiring organization

Propel

Job Location

Brooklyn, New York, United States

Base Salary

\$ 60000 - \$ 110000

Date posted

April 24, 2024

Apply Now

world-class investors, including the Robin Hood Foundation, Andreessen Horowitz, Nyca Partners, Financial Health Network, JPMorganChase, Kevin Durant, Serena Williams, and Nas. Please mention the word ****VIBRANT**** and tag RMzUuODcuMjM3LjQx when applying to show you read the job post completely (#RMzUuODcuMjM3LjQx). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com