## Description of role:

**Title: Setting up and managing the FB ads**

Context:

We are often creating and setting up new Facebook advertising campaigns. You will be required to take the information provided (images, copy, audience, budget etc.) and use that to create the ads for our clients within the specified account. We have a checklist for this task which you will follow to ensure all steps are completed.

What we need:

* Someone who can set up new campaigns and ad sets using the information supplied
* Create new audiences in Facebook
* Create custom conversions
* Regularly manage campaigns
* Adjust campaigns to improve results

You should be proficient with:

* Facebook Ad Platform
* Facebook Audience Manager
* Facebook Power Editor
* Adespresso a bonus

**Title: Active Campaign - Working with Automations, Deals, Contacts, Tagging and Scoring**

Context:

An area of our service includes setting up and working within Active Campaign to manage the client’s CRM, Sales and Marketing Automations as well as Email campaigns.

We need to set up new accounts, build sales and marketing automations, populate them with emails (these will be pre-written so you can copy and paste), create deal stages and ensure they work with the automations.

What we need:

- Setup a new account including creating new lists, importing contacts correctly, setting up tagging and scoring

- Build automations as instructed (we will have it designed prior to).

- Work within existing automations (eg. moving contacts through, adding steps, troubleshooting)

- Setup Deal stages and use the automations to move contacts through the stages

- Create emails to be sent with correct link / reply tracking, we will have the emails pre-written

- Being able to set up Event Triggers will also help!

You should be proficient with:

- Active Campaign (or other platform: Infusionsoft, Lead Pages ‘Drip’, Hubspot etc)

- An awareness of sales funnel concepts

- Awareness of tagging and lead scoring

**Title:**

Context:

What we need:

You should be proficient with: