Job Title	Digital Ads Account Manager
Reports to	Digital Ads Operations Manager

Job purpose

As a Digital Ads Account Manager, you will develop, execute, and optimize paid digital advertising strategies that help our clients increase visibility, generate qualified leads, and achieve their business goals. You will manage campaigns across digital advertising platforms, analyze performance data, make strategic recommendations, and work closely with clients and internal teams to drive results.

Duties & Responsibilities

- Develop, launch, monitor, and optimize paid advertising campaigns across digital channels
- Conduct keyword research and manage campaign targeting, budgets, bids, and account settings to maximize performance
- Create and optimize ad copy and landing pages to improve campaign effectiveness and conversion rates
- Analyze campaign performance and user behavior to identify trends, opportunities, and areas for improvement
- Develop client-facing performance reports and communicate key insights, recommendations, and next steps
- Communicate regularly with clients regarding campaign performance, recommendations, and ongoing strategy
- Build and maintain strong client relationships by understanding client needs, proactively addressing concerns, and identifying opportunities to provide additional value
- Identify opportunities to introduce clients to additional AltaVista services that may support their business objectives and contribute to account growth
- Stay current with changes in digital advertising platforms, industry trends, and emerging opportunities in digital marketing

Qualifications

- Bachelor's degree in marketing, business, communications, advertising, public relations, or a related field
- Experience in digital advertising, paid search, digital marketing, account management, or a related field preferred, but not required
- Strong written and verbal communication skills, with the ability to clearly communicate recommendations and results to clients
- Strong analytical and organizational skills with the ability to manage multiple campaigns, priorities, and deadlines
- Customer-focused mindset with the ability to build strong professional relationships and proactively address client needs
- Ability to work independently and collaboratively, take initiative, accept direction, and adapt to changing priorities

Technical skills

Working knowledge of the following tools and platforms is preferred, but not required:

- Google Ads and other paid search advertising platforms
- Meta Ads Manager
- Google Analytics
- Google Tag Manager
- Salesforce or other CRM platforms
- Microsoft Office Suite

Company Benefits

- 401(k) plan with a 3% employer contribution
- Health insurance plan options with an employer contribution towards premiums
- Salary range: $50,000 - $60,000 per year
- Annual incentive program
- Job positions are in-person first with work from home flexibility
- Flexible work hours
- 3 weeks of paid time off
- 7 paid major holidays + 2 paid floating holidays
- Open-floor office environment with standing desks
- Collaborative and supportive work environment

AltaVista Strategic Partners is an equal opportunity employer and will consider all applications equally and without regard to race, sex, creed, religion, color, national origin, age, family history, or sexual orientation.