

## Senior Paid Media Manager

ThruLine Marketing is an independently owned digital agency with a long history, headquartered in Overland Park, KS. Our company offers a blend of small-team agility and deep digital experience. We take pride in driving best-in-class marketing results and working selectively with clients and employees. Our team loves tackling big challenges and speaks our minds in an environment of respect.

The industries we operate in offer well-paying jobs for trained individuals. The individual in this role will own strategy, execution, and performance optimization of paid search and paid social campaigns focused on lead generation. You will operate with a high degree of autonomy, managing high-impact accounts and driving measurable improvements in cost efficiency and lead quality across Google, Meta, TikTok, and emerging platforms.

The role is in our CDL driver recruitment vertical, with possible crossover to other verticals as needed. You will report to the Director of Performance Marketing.

We're looking for candidates who:

- Are excellent at problem-solving and executing individual tasks at a high level with impeccable attention to detail
- Thrive when working independently and remotely, with the critical thinking necessary to systematically troubleshoot problematic performance determine how to continually improve
- Stay up to date about new advertising features and technologies, such as AI-enabled creative and audience matching, to understand their practical applications and impact

### **JOB RESPONSIBILITIES**

- Develop and lead paid media strategy and execution across major digital channels to generate qualified leads within client media budgets, with a primary focus on Google and Meta, and increasingly on TikTok
- Expand campaigns into new platforms as appropriate, applying core performance marketing principles to new environments
- Continually monitor and analyze client performance (through business intelligence dashboards, data directly from ad platforms, and supporting data sources such as Google Analytics) to proactively identify structural improvements to campaign architecture, audience strategy, bidding frameworks, and creative, then execute campaign changes to maximize performance
- Partner with account management team to assess opportunities for growing or adjusting engagements for the benefit of clients
- Translate complex performance data into strategic insights for internal stakeholders as well as clients, presenting findings and recommendations when appropriate
- Evaluate, pilot, and operationalize emerging AI and automation tools that improve efficiency and campaign performance. This includes staying on the forefront of new available features and frameworks, understanding which have the most promise for performance marketing, and prioritizing experiments
- Manage and execute regular new client account launch or improvement projects, such as ad campaign improvements or periodic creative refreshes; establish business requirements for

creative assets in the form of static images and video; participate in idea generation for new creative and conversion rate optimization

- Perform ad hoc deep dives and data analysis where warranted to better diagnose or understand performance trends and campaign or user behavior
- Contribute to internal best practices by documenting testing frameworks, optimization methodologies, and learnings that elevate the broader paid media team
- Collaborate with internal teams including account services, web development, and UX design on ad hoc client or internal company projects, such as reporting automation
- Assist with administrative or analytical tasks and processes to support client accounts as it relates to paid media placement, including troubleshooting billing and advertiser verification

## **MINIMUM QUALIFICATIONS**

- 5+ years of progressively responsible experience managing paid media campaigns with full primary ownership of strategy, budget allocation, and performance outcomes
- Strong experience and proficiency in paid search, predominantly with Google Ads, with exposure to paid social/other paid media channels such as Meta and TikTok
- Experience managing a portfolio of campaigns where the highest-stakes accounts require monitoring and optimization on a daily frequency
- Demonstrated ability to independently prioritize optimization initiatives and make defensible strategic budget allocation decisions without constant oversight
- High level of proficiency with marketing data analysis, including identifying the relevant metrics to pull and using Microsoft Excel pivot tables, lookups, and similar features to arrive at data-backed answers

## **COMPENSATION & BENEFITS**

This role is budgeted for an annual salary of \$85,000 – \$110,000, commensurate with experience.

We have a philosophy of cultivating a team of A players. We tend to be picky in selecting people to join our team, but once they are here, we want them to know how much we value them and recognize that what they do at work is just part of who they are. ThruLine Marketing offers competitive benefits, including:

- Medical, dental, and vision insurance options with substantial company coverage of employee premiums; life, disability, and AD&D insurance available (employer- and/or employee-paid plans)
- 3 weeks (15 days) of annual paid time off (PTO), increasing with greater company tenure
- 10 paid annual company holidays
- 401(k) plan with a great company match in contributions and full vesting from day one
- Paid parental leave
- Annual tuition reimbursement for job-related training

View a longer list of our benefits at <https://www.thru-line.com/join-the-team>.

## **LOCATION & TRAVEL**

The duties of the position will be performed remotely from the U.S. At this time, we are unable to consider candidates based in California and Washington state. We strongly prefer that the individual hired for this role is based in the Kansas City metro area for the ability to meet in person with other employees on occasion (typically not more than several times a year).

Travel in this role is rare, with an annual company gathering in Kansas City and an estimated maximum of 1 trip per year to a U.S. client site, if applicable.

**APPLY**

Please submit a resume to talent [at] thru-line [dot] com. You may optionally submit a brief letter with your resume explaining your interest in and qualifications for this role.

Diversity Statement: Thruline Marketing is an equal opportunity employer. We believe a diverse and inclusive team makes us better at creating products and delivering services that meet our stakeholders' needs. We strongly encourage applications from candidates whose background, identity, or ability is underrepresented.