

Connect Ads is NOW HIRING!

**Campaign Manager**

Based in Cairo, Egypt

Looking for a high caliber to manage, deliver, and optimize variety of performance-focused clients in the region. Candidates should be with a strong background in paid social media, specifically with direct response campaigns and performance clients.

**Roles and Responsibilities:**

- Execute, manage, and optimize digital media campaigns (auction-based performance campaigns, audience-based buying, remarketing campaigns) while meeting client performance expectations
- Manage the delivery of creative assets, insertion orders, and all relevant campaign documentation in preparation for campaign launch
- Provide regular insights to clients detailing performance, campaign optimizations, and new opportunities
- Manage campaign expenses, budget allocation, and monthly costs
- Execute tests, collect, and analyze data, identify trends and insights in order to achieve maximum ROI in paid campaigns
- Lead and assist in coaching, managing, and educating Campaign Managers and Campaign Specialists (from the clients' side), helping to support campaigns
- Attend client meetings, as needed

**Qualifications:**

- 2-3 years of operational experience with paid Social Media and platforms in media Agency
- Strong understanding of performance and digital marketing
- Proven experience of managing multiple performance campaigns and optimizing results
- Experience with website analytics tools (Google Analytics); Facebook
- Self-motivated with the ability to work in both a team environment and independently
- Strong analytical skills with proven ability to interpret data and experience working in a data-led environment
- Proficient in Microsoft office applications
- Google Certifications is a plus
- Familiarity with third-party measurement platforms -such as Google Analytics, Double Click Manager- is preferred
- Deep understanding of website tracking and pixel implementation for performance measurement

To apply, send your CV via email to [careers@connectads.com](mailto:careers@connectads.com) with the job title in subject line.