



**PROGRAMM**X****  
TRANSFORMING IDEAS INTO REALITY

# We Are Hiring!

Digital Marketing &  
Ads Specialist



Full time Onsite - Bahria Town, Lahore

APPLY NOW!

Please fill out the form in the description!



## Key Responsibilities:

- Plan, set up, and run paid advertising campaigns via **Google Ads** (search, display, etc.), optimizing for performance (clicks, conversions, ROI).
- Develop, schedule, and manage content and ad campaigns on **social media platforms** (Facebook, Instagram, LinkedIn, etc.): posts, paid ads, audience targeting, engagement.
- Conduct keyword research, audience segmentation, ad-copywriting, and creative ideation to maximize campaign impact.
- Monitor campaign performance: track key metrics (e.g. CPC, CTR, conversion rate, return on ad spend), analyse data, and optimize campaigns regularly for better results.
- If needed/with interest: support **sales-marketing / lead-generation** efforts – identify opportunities, assist with lead nurturing, coordinate with sales or follow-up teams.
- Keep up-to-date with digital marketing trends, platform changes, and competitor activity; propose new growth strategies or campaign improvements.
- Prepare periodic reports on campaign performance, audience insights, lessons learned, and recommendations for future campaigns.
- Strong familiarity or hands-on experience with **Google Ads**
- **Degree in related fields, 1 or 1.5 years of minimum experience**