

Advertising Specialist

About BlockMarket

We are a new tech upstart looking to bring a breath of fresh air to the productivity software industry. We aim to develop a platform that makes organising work a simple and easy experience. We are passionate about what we will bring, determined to make an lasting impact, and help others grow and thrive.

About the role:

We have an amazing opportunity for an Advertising Specialist to join our growing team in a permanent full-time position. Do you have a passion for media, client service and want to be part of a new exciting change?

Who we are looking for:

- 1-2 years proven work experience in social media advertising (LinkedIn, Instagram, Facebook)
- Capable of working independently and autonomously
- Excellent communication skills
- Strong organisation and time management skills
- Great work ethic and desire to grow with the organisation
- Comprehensive understanding of digital & web marketing
- Experience developing and deploying successful ads
- Experience with Salesforce/Google/Adobe Analytics desirable but not essential
- Bachelor of Communication/Media desirable but not essential

Role duties:

- Stay up-to-date on the latest digital market techs and trends
- Conduct workshops and market research to develop high performing and innovative social media advertisements
- Develop strong relationships with investors and clients
- Maintain advertising KPIs across social media channels (LinkedIn, Instagram, Facebook)
- Communicate and work with members of the team such as the project manager, software engineer, and UI/UX designer.
- Use data analysis software such as Google/Adobe Analytics to identify market trends

Why choose BlockMarket?

Here at BlockMarket, we strive to create a culture where our staff feel safe, valued, and comfortable. We offer exciting and challenging work that greatly rewards you for your passion and dedication. We offer flexible work-from-home arrangements as we believe everyone should have a healthy work-life balance. We have an interest in growing our team and therefore we are also invested in your development. We offer career development opportunities, on-going development support and will work with you to create a personal development plan. When you join us, you will be supported so that you can thrive and become the best person that you aim to be.