

# HIRING: PAID MEDIA SPECIALIST

## About Us

Most businesses lack the time and expertise to build marketing that gets results. At Mountaintop Web Design, we craft digital marketing solutions so our clients can get more leads that turn into customers.

We founded Mountaintop Web Design because we were tired of seeing people waste money on bad marketing. We do digital marketing the right way—by providing top-tier marketing services combined with excellent customer service, integrity, and a relentless focus on delivering ROI for our clients.

We are a growing, fully remote team built on ownership, excellence, and measurable results. If you are passionate about performance marketing, thrive in a fast-paced environment, and want to help businesses scale through strategic paid media, we would love to hear from you.

## About the Role

We are seeking a highly strategic and technically skilled **Paid Media Specialist** to lead and optimize our Google Ads campaigns while owning tracking infrastructure across Google Tag Manager and Google Analytics.

This is not a “set it and forget it” campaign management role. We are looking for someone who understands attribution, conversion tracking, audience strategy, bidding frameworks, funnel architecture, and performance optimization at a deep level.

You will be responsible for ensuring that every dollar spent is intentional, measurable, and aligned with client growth objectives.

## Key Responsibilities

### Paid Media Strategy & Execution

- Develop and manage high-performing Google Ads campaigns (Search, Display, Performance Max, YouTube as applicable)
- Build and execute full-funnel PPC strategies aligned with client goals
- Conduct keyword research, competitor research, and audience segmentation
- Write and test high-converting ad copy and extensions
- Optimize bidding strategies, budgets, and campaign structures for maximum ROI
- Implement structured A/B testing for ads, landing pages, and audience targeting
- Maintain target ROAS, CPA, and conversion metrics across accounts

### Tracking & Analytics Implementation

- Set up and manage Google Tag Manager (GTM) containers
- Configure conversion tracking (form fills, calls, purchases, events, enhanced conversions)

- Implement and troubleshoot GA4 event tracking
- Ensure accurate cross-domain tracking and attribution modeling
- Validate tracking accuracy using preview/debug tools
- Integrate CRM tracking (where applicable) with Google Ads conversion imports
- Audit and improve client tracking infrastructure

### **Reporting & Performance Analysis**

- Create performance dashboards and reporting systems
- Analyze data trends and proactively provide optimization recommendations
- Present clear insights tied to ROI, not vanity metrics
- Monitor Quality Scores, Impression Share, CTR, CVR, CPC, CPA, and ROAS
- Stay ahead of algorithm changes and paid media best practices

### **Strategic Contribution**

- Collaborate with SEO, content, and web teams to align paid campaigns with landing page strategy
- Identify opportunities for scaling winning campaigns
- Assist in developing paid media packages and productized service offerings
- Proactively raise concerns, risks, or opportunities to leadership

## **Expected Outcomes**

### **Within 30 Days**

- Fully understand current campaign structures and tracking setup
- Audit existing accounts and provide improvement roadmap
- Identify tracking gaps or attribution issues
- Begin optimizing active campaigns

### **Within 60 Days**

- Implement tracking improvements via GTM and GA4
- Improve campaign performance metrics (CTR, CVR, CPA, ROAS)
- Establish standardized reporting dashboards
- Provide strategic recommendations for scaling top-performing campaigns

### **Within 90 Days**

- Fully own Google Ads and tracking systems
- Ensure accurate end-to-end attribution
- Demonstrate measurable improvement in campaign ROI
- Operate independently with strategic oversight rather than tactical direction

## **Must Have**

- Embodiment of our core values (see below)
- 3+ years of hands-on Google Ads management experience

- Proven experience managing budgets across multiple client accounts
- Advanced experience with Google Tag Manager and GA4
- Deep understanding of attribution models and conversion tracking
- Google Ads Certification (Search required; Display/Video preferred)
- Google Analytics Certification
- Strong analytical mindset with ability to translate data into strategy
- Experience optimizing campaigns for lead generation and service businesses
- Excellent written and verbal communication skills
- High ownership and proactive problem-solving mindset

### **Nice to Have**

- Integrity – We do the right thing even when no one is looking
- Excellence – We pursue excellence in everything we do
- Customer Centered – We treat our clients like partners
- ROI for Clients – We focus on delivering results that move the needle

### **Our Core Values**

- Integrity - We do the right thing even when no one is looking
- Excellence - We pursue excellence in everything we do
- Customer Centered - We treat our clients like partners
- ROI for clients - We focus on delivering results that move the needle

### **Schedule**

- Monday–Friday
- Regular working hours MST/EST (MST preferred)
- Part-time or Full-time
- Fully Remote
- \$8-13/hour

### **Applications**

To apply, please fill out our application here: <https://mountaintopwebdesign.com/careers/application/>

On our application, do not submit a pre-recorded or generic intro video. Please respond directly to our questions in a single take and do not edit the video, as we want to learn more about how you communicate.