



**Stor-Age Property REIT Limited**

**Position: Paid Media Specialist – Mid Senior**

**Location: Cape Town**

Are you looking to join a dynamic, creative and market-leading JSE listed company with a fantastic company culture? As an accredited Google Ads partner, we are recruiting a Paid Media Specialist to work at our Head Office in Claremont, Cape Town and remotely as required.

Focused on the fast-growing self storage sector, a niche sub-sector of the broader commercial property market, Stor-Age is a dynamic and industry-leading company which develops, acquires and manages high profile self storage properties across local and international markets.

**Personal Attributes:**

- Presentation & communication
- Delegation
- Time & self-management
- Motivation
- Energetic
- Positive
- Team builder
- Professional
- Flexible
- Efficient
- Attention to detail
- Excellent presentation skills

**Professional Skills:**

- Grade 12 certificate
- Relevant tertiary qualification
- Computer literacy
- MS Office
- Customer Relationship Management systems
- Google AdWords (account management)
- Google Analytics (Setup, tracking and analysis)
- Social media advertising platforms

## **Duties & Responsibilities:**

The successful candidate will be responsible for generating demand across local and international markets, strengthening the company's paid media presence and driving the consistent delivery of an efficient, measurable and credible product across all digital platforms, in support of the company's strategic goals and annual plans.

A market-related salary will be offered to the successful candidate who will be expected to manage the following, reporting to the Paid Media Manager:

### **Responsible for Customer Relationship Management and reports as well as external communication with stakeholders**

- Support and work alongside the marketing team so as to create bespoke customer-focused campaigns, whether past, current or prospective stakeholders, while ensuring that the CRM Database is kept current.
- Responsible for the promotion of all marketing initiatives with supporting updates on all digital media platforms.
- Responsible for liaising with customers, whether internal or external, to ensure consistent delivery of company objectives.
- Assist with marketing projects to ensure they deliver a consistent message across the brand portfolio.

### **Develop and manage paid media campaigns**

- Manage the Company's Google advertising accounts and any other related paid media. This includes updating ad copy and keywords for targeted campaigns.
- Identify and update relevant keywords to achieve search specific key performance indicators.
- Ensure all paid media campaigns adhere to the prescribed budget, and that the line manager is notified of any discrepancies.
- Implement online A/B testing of campaign creative, landing pages and quote funnels to ensure improved performance.

### **Responsible for reporting and audits**

- Drive the process of producing and disseminating audits to ensure the Company goals are achieved and paid media accounts are updated with the latest learnings.
- Implement daily amendments and monitor all paid media campaigns, including providing timeous reports on performance.

- Identify and manage third-party suppliers with regards to account performance as well as the implementation of recommended strategies.
- Ensure that all campaigns, whether paid or otherwise, follow a strategic enquiry conversion funnel to improve the Company's conversion rates to quote and to move-in.

### **Manage Digital 1<sup>st</sup> client accounts**

- Work alongside the Head of SEO to develop and implement full SEM strategy for all Digital 1<sup>st</sup> clients in order to achieve agreed client performance.
- Responsible for producing audit reports, analysis and insights according to the Company standard for the purpose of onboarding new clients.
- Ensure the creation and dissemination of performance reporting for all Digital 1<sup>st</sup> clients in conjunction with the relevant stakeholders.
- Pro-actively assess Digital 1<sup>st</sup> client needs and plan to implement changes in conjunction with the Digital Manager in order to ensure continued account performance improvements.

If this sounds like the right fit for you, submit your CV with a motivational letter to [lidia.vanwyk@stor-age.co.za](mailto:lidia.vanwyk@stor-age.co.za)