



## Marketing Specialist

Location: In-Office (La Porte, IN)

Commitment: Full-Time | 40 hours per week

Sera Group is an award-winning marketing agency specializing in strategic website design, digital advertising, SEO, and branding for small businesses and nonprofits. We're seeking a detail-oriented and proactive Marketing Specialist to primarily manage and optimize client advertising campaigns on platforms such as Google Ads and Facebook Ads, while also contributing to various other marketing tasks. This role offers a valuable opportunity to directly impact client success through effective campaign management and broader marketing support.

As Sera Group continues to grow, we're adding a dedicated team member to our La Porte office to focus on driving results through paid advertising, ensuring accurate tracking, and providing essential marketing support to our clients. Your expertise in campaign management and your ability to contribute to various marketing functions will be crucial to our continued success.

### What You'll Be Doing

- **Client Communication:** Serve as a primary point of contact for clients, providing regular updates (typically monthly to quarterly) and delivering performance reports. This includes communicating campaign results, addressing client inquiries, and presenting recommendations in meetings or via other communication channels.
- **Paid Advertising Management:** Manage and optimize client advertising campaigns on Google Ads and Facebook Ads, including campaign setup, monitoring, and performance optimization.
- **SEO Support:** Assist with basic on-page SEO tasks, such as optimizing meta descriptions and headings, to improve organic visibility.
- **Analytics & Tracking:** Implement and manage tracking solutions (e.g., Google Analytics 4, Google Tag Manager, Meta Pixel) to accurately measure campaign and website performance.

- **Performance Reporting & Analysis:** Analyze campaign and website data to generate insightful reports, identify trends, and provide clients with actionable recommendations.
- **Website & Content Updates:** Perform basic website updates (content, images) to ensure information accuracy and alignment with advertising campaigns.
- **Basic Graphic Design:** Create and edit graphic design assets primarily for social media posts, digital ads, and website content updates, ensuring brand consistency.
- **Social Media Assistance (Potential):** Assist with social media content scheduling and community management, as needed.
- **Operational Improvements:** Proactively suggest and implement process improvements to enhance internal workflows, productivity, and the effectiveness of our marketing efforts.

## Qualifications We're Looking For

- **Experience:** 1+ years of experience managing paid advertising campaigns (Google Ads, Facebook Ads) is highly preferred. Experience with analytics platforms (Google Analytics) is a plus.
- **Education:** An Associate's or Bachelor's Degree in Marketing, Advertising, or a related field is beneficial but not required. Relevant experience and a strong understanding of digital advertising principles are equally valued.
- **Technical Skills:** Proficiency in managing Google Ads and Facebook Ads platforms. Familiarity with Google Analytics and Google Tag Manager is a plus.
- **Analytical Skills:** Strong ability to analyze data, identify trends, and draw actionable insights from campaign performance reports.
- **Problem-Solving & Initiative:** Ability to troubleshoot campaign issues, proactively identify opportunities for improvement, and take ownership of assigned tasks.
- **Communication & Organization:** Excellent verbal and written communication skills, with the ability to clearly and professionally explain campaign performance and recommendations to clients in reports and meetings. Strong organizational skills to manage multiple campaigns and priorities effectively.
- **Soft Skills:** Demonstrated strengths in customer service, time management, and attention to detail/problem-solving.
- **Adaptability:** Comfortable working in a dynamic agency environment and adapting to evolving client needs and platform updates.

## Bonus Skills & Experience

While not required, the following skills will strengthen your application:

- Experience with social media management platforms and best practices.
- Basic graphic design skills using tools like Canva or Adobe Photoshop.
- Familiarity with email marketing platforms (e.g., Mailchimp, HubSpot).
- Understanding of SEO principles and best practices.

## Why Join Sera Group?

- **Collaborative Environment:** Work closely with a supportive, creative team where everyone actively contributes, shares ideas, and helps one another succeed.
- **Professional Growth:** Access ongoing professional development opportunities to enhance your skills and career.
- **Impactful Work:** Directly contribute to meaningful projects that significantly influence client success and agency growth.
- **Award-Winning Team:** Join a respected agency known for delivering outstanding results for local businesses and nonprofits.
- **Community Involvement:** Participate in networking events, chamber dinners, volunteer initiatives, and industry workshops that connect you with local businesses and professionals.