



Marketing Specialist

Location: In-Office (La Porte, IN)

Commitment: Full-Time | 40 hours per week

About Sera Group

Sera Group is an award-winning marketing agency specializing in website design, digital advertising, and branding for small to medium businesses and nonprofits. We are known for building long-term relationships and delivering high-quality, strategic work that helps our clients grow with clarity and confidence.

We're seeking a detail-oriented, proactive Marketing Specialist who can bridge the gap between business objectives and marketing execution. This role will primarily manage and optimize paid advertising campaigns across platforms such as Google Ads and Facebook Ads, while also supporting organic social media and related marketing initiatives.

As Sera Group continues to grow, we're adding a dedicated team member to our La Porte office who will work directly with clients to drive measurable growth through lead generation, increased visibility, and stronger market positioning. You'll be supported by a collaborative team that values quality work, communication, and shared accountability. Our team recognizes how quickly marketing evolves and meets regularly to share knowledge and celebrate strategic wins. You will collaborate with business owners to understand their goals, build campaigns that reach the right audiences, and ensure messaging accurately represents each client's brand.

You will serve as the primary point of contact for a portfolio of accounts, leading conversations, clearly communicating performance insights, and outlining practical next steps. Campaigns should be strategically targeted, thoughtfully executed, and aligned with each client's budget and objectives.

We are looking for a professional who values quality work, strong communication, and long-term partnerships. Your ability to combine analytical thinking with confident client interaction will be essential to both client success and the continued growth of Sera Group.

What You'll Be Doing

- **Account Ownership & Communication:** Serve as the primary point of contact for assigned accounts, providing regular updates (typically monthly to quarterly) and delivering performance reports. This includes communicating campaign results, addressing client inquiries, and presenting recommendations in meetings that align with the business strategy and goals.
- **Paid Advertising Management:** Manage and optimize client advertising campaigns on Google Ads and Facebook Ads, including campaign setup, monitoring, ad spend management, and performance optimization. This involves reviewing various industry and business metrics to explain the "why" to our clients. Regularly adjust campaigns to improve performance and align with client goals.
- **Social Media Management:** Develop and implement social media strategies, including content calendars, for both client accounts and the Sera Group's internal brand. This involves posting content, managing engagement, and providing performance reports. Occasional basic video editing for social media reels is also required.
- **Content Creation & Graphic Design:** Create and edit graphic design assets in Canva for social media posts, digital ads, and website content updates, ensuring brand consistency.
- **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.
- **Team Collaboration:** Regularly meet with team members to discuss cross-account performance and contribute to brainstorming sessions.
- **Design Standards:** Collaborate with our design team to ensure ad creatives meet a high standard of visual quality and align with client brand guidelines.
- **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:** 2+ years of digital marketing experience. Experience in an agency environment or similar is a plus.

- **Education:** A 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.
- **Marketing Fundamentals:** Demonstrates a solid understanding of marketing strategy, including customer journeys, funnel stages, lead generation, and how paid advertising supports broader business objectives.
- **Creative Skills:** Possesses a refined eye for design and messaging quality, able to recognize what elevates a brand versus what feels inconsistent or unpolished.
- **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 in-person meetings. Strong organizational skills to manage multiple campaigns and priorities effectively.
- **Attention to Detail:** A 'pixel-perfect' mindset; catch typos and broken links before the client does.
- **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.
- **Professionalism:** Demonstrate maturity, reliability, and accountability in client-facing situations.
- **Adaptability:** Comfortable working in a dynamic agency environment and adapting to evolving client needs and platform updates.
- **Budgeting:** Knowledge or experience in following/managing budgets in a business environment.

Bonus Skills & Experience

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

- Google Ad, Meta, and/or HubSpot Marketing Certifications
- Experience working in an agency environment or on multiple brands.
- Proficiency in managing Google Ads and Facebook Ads platforms.
- Experience using Google Analytics 4.
- Experience with preparing and presenting reports with KPI's.
- Familiarity with project management and CRM platforms.
- Understanding of website design and SEO principles + best practices.

Why Join Sera Group?

- **Comprehensive Benefits:** We offer a competitive package including Paid Time Off (PTO), paid holidays, retirement benefits, and health, dental, and vision insurance.
- **Collaborative Environment:** Work closely with a supportive, creative team where everyone actively contributes, shares ideas, and helps one another succeed.
- **Professional Growth:** Access to ongoing development opportunities to sharpen your marketing expertise.
- **Impactful Work:** Be proud of where you work by directly contributing to meaningful projects that significantly influence client success and agency growth. Our team takes great pride in our reputation in our communities.
- **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.
- **Work-Life Balance:** A consistent schedule based in our La Porte, IN office.
- **Team Culture:** We value collaboration and connection, with regular opportunities for team interaction, shared activities, and intentional time to recharge and exchange ideas.