DIGITAL MEDIA & ANALYTICS SPECIALIST

ABOUT THE JOB

Looking to join a fast-growing, senior-led agency and make a measurable impact?

AccessU is seeking a Digital Media & Analytics Specialist who is equal parts analyst, strategist, and executor. In this role, you'll plan, launch, manage, optimize, and report on paid digital media campaigns that drive enrollment, engagement, lead generation, fundraising, and workforce development outcomes for colleges, universities, nonprofits, and mission-driven organizations.

You'll collaborate with strategists, account managers, creatives, developers, and communications professionals to build integrated campaigns across paid search, paid social, streaming, display, video, and emerging digital channels. You'll use performance data and KPIs to continually optimize results.

This position reports to the VP of Account Services and works closely with leadership and cross-functional teams across the agency.

YOUR FOCUS

Paid Media Planning & Execution (50%)

- Launch and manage campaigns across Google Ads, Meta, LinkedIn, YouTube, programmatic display, streaming audio, and other platforms.
- Build audiences, develop targeting strategies, and implement tracking requirements.
- Monitor campaign performance and make optimization recommendations.
- Manage budgets and pacing to ensure efficient media spend.
- Manage campaign setup, trafficking, QA, and deployment.

Analytics & Reporting (30%)

- Analyze campaign performance and identify opportunities for improvement.
- Create and manage dashboards and reporting that connect campaign activity to business outcomes.
- Monitor KPIs including conversions, engagement, lead generation, and ROI.
- Translate complex data into actionable insights for internal teams and clients.
- Support attribution and conversion tracking.

Strategy and Collaboration (20%)

- Conduct audience, competitor, and marketplace research to inform media strategy.
- Support media planning and channel recommendations.

- Assist with campaign forecasting and performance modeling. Partner with creative and account teams to align creative with campaign goals.
- Stay current on advertising platforms, algorithms, privacy changes, and industry trends.

WHAT YOU'LL BRING

Required Qualifications

- Bachelor's degree in marketing, communications, advertising, business analytics, or related field, or equivalent professional experience.
- Minimum 3 years of hands-on experience planning, placing, managing, and optimizing paid media campaigns.
- Experience managing campaigns through Google Ads and Meta Ads Manager.
- Experience with programmatic advertising.
- Experience using Google Analytics 4, Looker Studio, Tag Manager, or similar reporting tools.
- Experience managing dashboards, KPIs, campaign tracking, and performance reporting.
- Strong understanding of audience targeting, budget management, campaign optimization, analytics, tracking, and performance measurement.
- Ability to interpret campaign data and translate findings into clear, actionable recommendations.
- Strong organizational and communication skills, with the ability to manage multiple client campaigns and deadlines in a fast-paced agency environment.

Preferred Qualifications

- Experience with additional paid media channels such as LinkedIn Ads, YouTube, streaming/CTV, or other emerging platforms.
- Experience with Power BI or similar business intelligence and data visualization tools.
- Familiarity with CRM platforms and marketing attribution.
- Knowledge of SEO and content marketing principles.
- Experience serving higher education, workforce development, nonprofit, or mission-driven organizations.
- Experience using AI-assisted advertising, analytics, reporting, or workflow tools.

WHAT SUCCESS LOOKS LIKE

Within your first year, you'll be helping clients:

- Increase qualified leads and conversions.
- Improve campaign performance and media efficiency.
- Strengthen audience engagement across channels.
- Generate actionable insights from data.
- Connect strategy, creative, media, and analytics into a unified client experience.

BENEFITS

Salary Range: $65,000 - $85,000

We offer a generous benefits package, including:

- Competitive salary based on experience and performance-based bonus opportunities.
- Generous annual PTO, including paid office closure between Christmas and New Year's.
- Flexible work arrangements and hybrid work opportunities.
- Comprehensive health benefits package featuring 100% employer-paid medical, dental, vision and life insurance coverage for employees. Additional voluntary coverage options available for life, accident, critical illness, and hospital indemnity.
- Onsite fitness center access.
- 401K retirement program with 5% company profit sharing.
- Professional development opportunities.
- Access to AI and emerging technology training.
- Collaborative, supportive, and highly creative team environment.

ABOUT ACCESSU

AccessU is a senior-led strategy, creative, communications, and digital agency that helps ambitious institutions become impossible to overlook. We specialize in higher education, workforce development, nonprofits, and mission-driven organizations. Our work connects research, strategy, creative, digital experience, communications, media, and analytics into one integrated system designed to create measurable momentum. At AccessU, we believe in three core values:

Tenacity. Care. Beauty.

We are curious, collaborative, and relentlessly focused on helping our clients achieve meaningful outcomes. We move quickly, think strategically, and care deeply about the people and organizations we serve.

Do something meaningful with us.

Application Questions:

- Have you personally managed paid campaigns in Google Ads or Meta Ads Manager?
- Briefly describe one paid campaign you managed, including the platform, approximate budget, KPIs, and one optimization you made based on performance.