



Media Strategist & Analyst

Marketing Team - FT

JOB DESCRIPTION:

Saalt is looking for a full-time media strategist & analyst to efficiently and effectively reach our consumers with our marketing efforts. Saalt brings periods out of the dark ages with stigma-breaking branding and an industry-leading product line that is pioneering the way to bring sustainable, clean period care to the mainstream consumer. As the media strategist & analyst, you'll work directly with the marketing manager, our creative director, and outreach/pr manager to make the Saalt brand ubiquitous in the sustainable period care industry by creating a clear roadmap for that orchestrates all relevant media channels and tactics into one actionable plan. Saalt is still in its growth phase, so every dollar counts, and we need someone with a passion to make a real impact on our consumers through all media touchpoints.

COMPANY DESCRIPTION:

At Saalt we create modern reusable period care without the toxins, the chemicals, and the wrappers you throw away every month! We do more with less, make deliberate choices about our bodies, and believe everyone should know what their cervix is. As a certified B Corp, we're dedicated to using business as a force for good by empowering women worldwide through menstrual health education and period cup donations to keep girls in school and enable women to pursue their dreams in emerging countries. We believe periods should end sentences, not opportunity. Based in beautiful Boise, Idaho.

www.saaltco.com

RESPONSIBILITIES :

- Providing high level omni-channel media strategy to all marketing initiatives. Requires research-based analysis identifying trends, data analysis, and marrying all aspects of media strategy into recommendations.
- Communicating results and strategic recommendations on overall media performance in weekly marketing meetings.
- Work with marketing manager to refine and plan annual advertising budget to effectively and efficiently support various initiatives.
- Buy and traffic media assets on all media platforms we utilize for campaigns and promotions.
- Research, review and analyze potential media platforms and partners for opportunities to improve marketing efforts and execution.
- Consistently monitor campaigns to look for optimization opportunities through a/b creative testing, ad placement performance, and targeting to refine media strategy and ensure campaign objectives are meeting or exceeding measurement goals.
- Plan media channel expansion as advertising budget allows or as we reallocate budget from learned efficiencies throughout the year.
- Work with Outreach/PR manager to plan how to support any press events, influencer partnerships, and product launches through paid advertising.
- Review social channels to recommend posts with increased organic engagement to boost. (2-4x per month, as budget allows).
- Recommend and report ad placements that have increased performance to streamline creative efforts and execute purposeful deliverables.

- Coordinate with web partner for media tagging to integrate into analytics for reporting.
- Write ad copy for a/b testing and paid search campaigns.
- Track, measure, and report data & analytics across multiple advertising platforms, including paid search, Amazon, social media, affiliate marketing, retailer support campaigns, conference prospecting campaigns, Youtube, and google display network.
- Create reporting dashboards through ad and conversion tracking tags to and ad and website to monitor ad performance and campaign landing page conversions to inform campaign optimizations.
- Attend and contribute to weekly marketing team meetings.
- Conduct weekly scrums with outreach/pr manager, creative director and marketing manager individually to report any findings or optimizations made.
- Document media processes and SOPs to improve team efficiency, plan for coverage, and train new hires.

QUALIFICATIONS :

3-5 years experience in media buying and planning.

Experience managing up, presenting recommendations, and reporting findings.

Innovative mindset with the ability to spot trends, new techniques, and unique media opportunities.

Ability to work independently within a fast-paced environment .

Strong attention to detail and analytical skill in data and metrics.

PREFERENCE GIVEN TO:

Bachelor's or Master's degree in Marketing or related field

Media Certifications in Google and Facebook

SKILLS:

Google Ads Proficient

Social Media

SEM/SEO

Strong Communicator

Strong writer

Data Analysis

Ad tracking

Ad Metric Dashboard Reporting

COMPENSATION:

Competitive salary, benefits, and profit-sharing.

PERKS :

Flexible Work Schedule - Hours flex between 7-7 pm, M-S

Team Events

Casual Dress Code

Flexible PTO

Health Insurance

Dental/Vision/Hearing/Life

In-house Preschool

Wellness Bucks