



Internet Ads Specialist

Support the marketing team by creating and managing internet ads over Meta and Google to build awareness, foster loyalty and increase enrollment.

- Using Meta Business Suite and Google Ads, schedule advertisements to run on Plugged In's accounts using graphics supplied by the Marketing Team
- Access Meta Insights and Google Analytics - and use data to suggest new strategies for improving audience growth
- Monitor Content Calendar to ensure advertisements are posted on the correct dates
- Attend weekly Marketing Team meetings to provide updates to the group

Volunteer Term: minimum 1 year

Average Weekly Commitment: 1-2 hours

Reports to: Executive Director and Associate Director