



Website and Paid Media Manager

Position Overview

eShow seeking a dynamic, creative, and analytical Web and Paid Media Strategist to join our team. This individual will play a pivotal role in driving digital marketing performance by managing and optimizing our web presence and executing high-impact paid media campaigns. If you're passionate about creating data-driven strategies, increasing online engagement, and delivering measurable ROI, we would love to hear from you!

Key Responsibilities

Website Strategy & Management

- Oversee and manage the company website, ensuring an engaging, user-friendly, and optimized experience across all devices.
- Develop and implement website content strategies that align with overall marketing objectives and drive audience engagement.
- Collaborate with internal teams to update and maintain website content, ensuring consistency in branding and messaging.
- Monitor website performance and traffic analytics using tools like Google Analytics, identifying opportunities for improvement and implementing SEO best practices.
- Work with the Marketing Manager to develop, write, and manage content as well as create graphics.

Paid Media Campaigns & Digital Strategy

- Plan, execute, and optimize paid media campaigns across platforms such as Google Ads, LinkedIn, Meta (Facebook/Instagram), and programmatic advertising networks.
- Conduct keyword research, audience targeting, and A/B testing to refine campaign strategies and maximize performance.
- Monitor and analyze campaign performance, providing regular reports and actionable insights to stakeholders.
- Manage budgets effectively to ensure cost efficiency and alignment with overall marketing goals.
- Adjust creatives appropriately to maximize effectiveness and drive leads to the sales team.

Performance Tracking & Optimization

- Continuously analyze digital performance metrics, including click-through rates, conversion rates, and ROI, to identify trends and opportunities.



- Recommend and implement strategies to improve website traffic, lead generation, and paid media outcomes.
- Stay up-to-date with digital marketing trends and platform updates to ensure strategies remain innovative and competitive.

Collaboration & Communication

- Work closely with the content, design, and marketing teams to create cohesive campaigns that integrate web and paid media efforts.
- Serve as the primary point of contact for external vendors, including advertising platforms, web developers, and digital agencies.
- Other duties as assigned by manager.

Skills and Qualifications

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- 5+ years of experience in digital marketing, including managing websites and paid media campaigns.
- Proficiency in web analytics tools (e.g., Google Analytics, Google Tag Manager) and SEO principles.
- Hands-on experience with paid advertising platforms like Google Ads, Facebook Ads Manager, and LinkedIn Campaign Manager.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Proficiency in HTML/CSS to ensure web pages are functional and visually appealing.
- Experience with design implementation and maintaining responsive, user-friendly interfaces.
- Knowledge of CMS platforms (e.g., WordPress) to manage and optimize website functionality and content efficiently.
- Proficiency in SEMrush or similar platforms for conducting keyword research, competitive analysis, and tracking SEO performance.
- Experience with web audit tools to analyze website health, identify issues, and implement improvements for better performance and search engine visibility.
- Exceptional organizational, project management, and communication skills.
- Excellent written and verbal communication skills, with a strong ability to convey ideas and concepts clearly.
- Ability to work independently, prioritize tasks, and meet deadlines.
- Experience in the events industry preferred, but not required.

For additional information, please visit www.goeshow.com



Send resumes and cover letters to:

Diane Hurley

Director of Marketing and Communications

diane.hurley@goeshow.com