Paid Media Strategist

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Req No.: 2026-19994

Category: Marketing

Type: Full-Time Contract

Salary: $6,666 per month

Dept/Proj Name: SDSU Global Campus

Overview

- **This position is open until filled with an initial application review to take place after February 18, 2026.**
- **The salary for this position is budgeted at $6,666 per month and is non-negotiable.**
- **This position works a hybrid schedule of 3 onsite and 2 remote days per week.**

Reporting to the Executive Director of Marketing, the Paid Media Strategist will be responsible for developing and executing digital advertising strategies, managing campaigns across all channels (SEM, Programmatic, Video, Display, Social Media, etc.), analyzing and optimizing performance, maximizing budget efficiency, and supporting lead generation goals. In addition, this role will include managing advertising with publications, industry groups, and associations. The Paid Media Strategist will identify, implement, and optimize new paid media opportunities, ensuring a cohesive and integrated approach across all paid channels. This position is essential to the organization's growth and will oversee the end-to-end management of all paid media campaigns, with a focus on maximizing ROI and brand visibility.

The Paid Media Strategist must possess a keen understanding of the digital marketing landscape. This role requires the ability to operate on both a strategic and tactical level, the ability to manage vendors and consultants/agency, manage multiple campaigns, deadlines, and budget, and the ability to contribute to creative and engaging brand expression.The Paid Media Strategist will also manage display advertising on platforms such as Google Ad Network, Facebook, LinkedIn, etc. and contribute substantively to the digital innovation and brand growth of SDSU Global Campus.

Responsibilities:

Strategy & Implementation- 55%

- Develop, implement, and evaluate strategic paid marketing initiatives to drive increased enrollment and brand awareness.
- Collaborate with marketing agency on strategy, optimization, data tracking and analysis, and budget management.
- Accountable for KPIs associated with display advertising, search engine marketing, and social media advertising performance including click-through rates, interaction rates, lead generation, CPC, CPL, CPA, and ROI
- Execute day-to-day tactics that increase revenue, site traffic, conversion, and margins.
- Assist in managing the digital marketing budget, including allocations, and monitoring.
- Conduct regular audits to optimize campaign performance. Make recommendations to optimize and improve performance.
- Investigates emerging interactive media and best practices. Identifies opportunities for new, innovative programs/products and makes strategic recommendations to executive management and other key managers as needed
- Maintain consistency with brand identity and messaging across all channels. Ensures design and content meet brand and legal standards, adhering to best practices in usability.
- Responsible for proper campaign code tagging using Google Tag Manager (GTM).
- Grow and optimize the keyword portfolio through testing (A/B and Multivariate) with ad copy, landing pages, bidding strategies, negative keywording, etc.

Data & Analytics - 25%

- Monitoring the on-line presence and customer perceptions of market competitors, utilizing measurement tools and analysis to identify growth opportunities.
- Analyzes results of projects and campaigns, execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Leverage data and analytics to help identify new audience segments and refine messaging strategies that resonate with key demographics, driving engagement and conversion.
- Optimize ad copy and landing pages for relevant metrics, including click-through rate (CTR), return-on-ad-spend (ROAS), cost-per-acquisition (CPA), and conversion rate optimization (CRO).
- Identify, track and report on key performance indicators, develop insights, and optimize strategies to maximize return on investment.

Project Management & Innovation - 15%

- Facilitate strategic coordination and communication between Global Campus marketing and other university departments

- Lead project management for digital initiatives, collaborating with internal and external stakeholders
- Participates in cross-functional project teams to ensure integrated marketing efforts are optimized and designed to achieve goals.
- Collaborate with the creative team and external partners/agencies to produce high-quality, optimized content.
- Identify new advertising opportunities for SDSU Global Campus programs and brands.

Other Responsibilities: - 5%

Performs other duties as assigned, which may arise from the changing and evolving nature of Global Campus marketing activities.

Qualifications:

Knowledge and Abilities:

- Advanced knowledge and experience with marketing automation tools, AI, Google Ads, optimizing landing pages and user funnels.
- Experience using bid management tools (such as Marin, Optmyzr, Acquisio, GA Smart Bidding, etc.)
- Strong analytical skills and experience with data management.
- Demonstrated success in previous digital marketing campaigns.
- Experience working with an external agency or paid media partner.

Preferred qualifications: Required Minimum Education:

Equivalent to a bachelor's degree and/or equivalent training and administrative work experience involving study, analysis, and/or evaluation leading to the development or improvement of administrative policies, procedures, practices, or programs.

Required Minimum Experience:

6-years of progressively responsible experience in marketing and communications.

ADDITIONAL APPLICANT INFORMATION

- Candidate must reside in California and live within a commutable distance from SDSU at time of hire.
- Job offer is contingent upon satisfactory clearance based on background check results (including a criminal record check).

- San Diego State University Research Foundation is an equal opportunity employer. Consistent with California law and federal civil rights laws, SDSU Research Foundation provides equal opportunity in employment without unlawful discrimination or preferential treatment based on race, sex, color, ethnicity, or national origin or any other categories protected by federal or state law.
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