



play**TSOGO**
ONLINE BETTING

playTSOGO is licensed online betting operator regulated by the Western Cape Gambling and Racing Board and supports the National Responsible Gambling Program. Winners know when to stop. No persons under the age of 18 are permitted to gamble. National Responsible Gambling Programme toll-free counselling line 0800 006 008 or WhatsApp HELP to 076 675 0710

Paid Media Specialist

(playTSOGO)

playTSOGO welcomes job applications from passionate and hard-working team players who want to be part of our ever-growing playTSOGO family. We value our employees and provide them with the means to grow within the company, opening many doors in the process. If this is an offer that excites you, send in your application and you could be the newest addition to our family.

The Paid Media Specialist's role is to manage playTSOGO's social media platforms. Review digital activities and provide feedback thereof. Be the go-to for all social media queries for the business in alignment with the Acquisitions Manager. Manage Online Reputation whilst ensuring active communication with potential consumers online. Find solutions to improve the Digital activities.

The Paid Media Specialist is to:

- Create a strong Digital presence for playTSOGO
- Develop and implement paid media strategies and campaigns that align with overall marketing objectives incl. SEO.
- Collaborating Cross-departmentally with relevant teams to define campaign goals, budgets, and key performance indicators (KPIs).
- Create and set up paid media campaigns in collaboration with Digital Agency across platforms such as Google Ads, Facebook Ads, LinkedIn Ads, etc.
- Monitor campaigns regularly, adjusting budgets, targeting, and bidding strategies as needed.
- Analyze campaign performance data to identify trends, opportunities, and areas for improvement.
- Conducting in-depth keyword and website research, ad grouping and audience targeting.
- Monitor spending to ensure campaigns stay within budget while maximizing ROI.
- Stay informed about changes in paid media platforms, algorithms, and industry best practices.
- Continuously seek out new opportunities and strategies to enhance campaign performance.

If you have these qualifications, join our team: Matric (NQF 4), Digital Marketing Diploma/ Certificate or similar, good verbal and written skills in English, numeracy skills (all NQF 4); Google Certification (Google Analytics, Google tag Manager, Google Ads - Search, Display and Video) Social Media Marketing experience, Paid Media and SEO with at least two years' experience in similar role. Experience in Online Betting would be advantageous.

CLOSING DATE: COB, 26 January 2024

To apply, email GamingRecruitment@tsogosun.com

Only successful applicants will be contacted

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