Meta Ads Marketing Specialist

About North Shore Digital

North Shore Digital is an award-winning digital marketing agency based in North Vancouver, BC. We specialize in lead generation, Google Ads, SEO, and web analytics for home services businesses.

Our mission is to help awesome people succeed online by making data make sense for their business. We are a people-first company that values transparency, collaboration, and continuous learning.

The Role

We are seeking a creative, entrepreneurial Meta Ads Marketing Specialist to build, launch, and lead a brand-new Meta paid advertising service offering from the ground up.

You will be heavily involved in designing the product itself, including pricing models, systems, reporting frameworks, and scalable processes.

This is an opportunity to be a builder and innovator. You will launch the product, run beta campaigns, gather client feedback, refine the offer, and ultimately take full ownership of the service line's growth and success

Key Responsibilities

Product Development & Launch

- Develop Meta Ads service offering including positioning, pricing structure, and packaging.
- Build repeatable processes, SOPs, and scalable systems for client onboarding, campaign setup, tracking, and reporting.
- Lead beta testing phase: run tests on our own agency and sub-brands, execute campaigns, track results, gather feedback, and refine the product prior to launch.
- Collaborate with leadership on go-to-market strategy.

Campaign Management

- Plan, build, and manage Meta ad campaigns for clients.
- Conduct audience research, ad creative development, and split testing.
- Monitor performance daily and optimize for ROAS, lead quality, and CPA.
- Implement tracking infrastructure in Meta Ads Manager using GA4 & GTM and collaborating with our Analytics Specialist.

Ongoing Service Improvement

- Analyze performance and identify opportunities for product innovation and ongoing service improvements.
- Maintain deep knowledge of Meta algorithm updates, policy changes, and emerging ad formats.

Client Communication & Growth

- Present campaign results, insights, and recommendations to clients.
- Gather ongoing feedback and translate it into systematic improvements.
- Support cross-sell and upsell strategies by integrating Meta ads with other marketing channels.

What You'll Bring

Experience & Skills

- 2+ years of hands-on experience managing Meta ads campaigns.
- Proven track record of generating measurable ROI through paid media.
- Strong understanding of Meta Ads Manager, tracking pixels, custom audiences, and conversion optimization.
- Experience designing or refining marketing systems, processes, or products is strongly preferred.
- Comfortable working with data: able to analyze performance and make strategic recommendations.

Mindset & Attributes

- Entrepreneurial and proactive — you don't just execute campaigns; you build and optimize systems.
- Innovative thinker who thrives in a fast-moving environment.
- Strong attention to detail paired with strategic, big-picture thinking.

- Excellent communication skills with the ability to translate technical results into business value.

Nice-to-Have

- Experience working in an agency environment.
- Knowledge of GA4, GTM, Zapier, HubSpot, HighLevel, or other automation/CRM platforms.
- Familiarity with landing page testing, CRO, and funnel optimization.

Why Join North Shore Digital

- Culture of Growth: We prioritize learning and development, offering opportunities to expand your skills and grow within a supportive environment. Our team is made up of curious consultants who constantly push for improvement.
- Client-Centric Philosophy: We believe our clients are the heroes of the story, and we are their trusted guides. Transparency, trust, and long-term partnerships are the foundation of our success.
- Commitment to Excellence: At North Shore Digital, we don't settle for "good enough." We aim for meaningful results, using data to drive decisions and strategies that deliver real impact.
- Collaborative Environment: We foster a team culture built on mutual respect, shared successes, and an inclusive, people-first approach.
- Community Engagement: As proud members of the North Shore community, we actively contribute to the region's growth and value creating local impact.

How to Apply

If you are passionate about client success, strategic thinking, and helping grow local businesses, we want to hear from you.

Join North Shore Digital and be part of a team that values transparency, collaboration, and meaningful results.