



JOB DESCRIPTION

Position Title: Amazon Paid Ads Marketing VA	
PAYSCALE: TIER 3	
Key Responsibilities	Brief Description of Duties
Expert Virtual Assistant who can help the client in various amazon.com tasks.	<ul style="list-style-type: none"> ● Setup Amazon sponsored ads ● Do keyword research ● Bid the keywords and analyze the ads report to optimize the performance to get higher impression and lower aCOS ● Build landing page sales funnel ● Bring external facebook and adwords traffic into amazon product page ● Promote products to customers with coupon code and giveaway campaigns etc.
Key Qualifications	<ul style="list-style-type: none"> ● Must have at least 1 year Amazon Paid Ads Marketing experience ● Must be proficient with MS Office Suite (Word, Excel, PowerPoint) ● Proficient with Google Suite (Docs, Sheets, Gmail, Calendar) ● Time management skills required ● Ability to work as part of a collaborative team remotely ● Candidate must be very organized and detail oriented ● Creative problem solver and highly adaptable to client needs ● At least 2 years of college or vocational course required ● Active and well-rounded personal presence on social media, with a command of each network and their best practices. ● Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions. ● Proficiency in Hootsuite and other social networking analysis tools ● Bonus experience and skills include Adobe Creative Suite, demand generation marketing, inbound marketing, and blogging ● Must have command of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience.
Technical Requirements	<ul style="list-style-type: none"> ● Computer Processor is at least Dual Core (for both primary and backup computers) ● Computer Memory/RAM is at least 4GB (for both primary and backup computers) ● Computer Operating System is at least Windows 7 ● Both primary and backup internet connections should be running on a 3Mbps plan or higher with at least a download speed of 2Mbps ● USD headset with noise cancellation feature ● A quiet work environment



Core Competencies	
Key Competencies	Performance Standards/Results
Effective Communication	<ul style="list-style-type: none"> • Presents information both clearly and concisely and regularly confirms correct interpretation of information. • Very high standard of communication skills both written and oral for the presentation of facts and ideas. • Written communication must be clear, concise, and easy to read and comprehend.
Organization of Work	<ul style="list-style-type: none"> • Demonstrates the ability to handle several projects simultaneously. • Implements the key principles of time management, task allocation and priority assignment in addition to personal organisation. • Continually seek ways to improve the service provided via development of professional skills and personal growth. • Initiates and responds to suggestions for improving service.

Position Requirements / Selection Criteria
Essential Knowledge, Skills and Abilities
Extensive computer and internet literacy
High Speed Internet Connection
Highly Proficient in English Language
Available to work on US business hours
Long term commitment
Proficiency with advanced Microsoft Office applications including Word, PowerPoint and Excel; and Google suite
Attention to detail and a high level of accuracy in all output
1+ years prior experience in Amazon Paid Ads Marketing
Must be able to work with minimum supervision
Open to ongoing training

IMPORTANT NOTE:

Check out [“Open Positions”](#) for more details on all Tier 3 positions available. Fill out [“Join Us” form](#) to start the application process.