



**Role:** Facebook Ads Associate (Full Time)

**Organization:** Pulso

**Reports to:** Liz Alarcón, Founder and Director

**Direct Reports:** N/A

**Location:** Full-time, 100% remote position (from home or co-working space) with occasional travel once every 2-3 months

## About Pulso

Pulso is a Latinx-led social enterprise dedicated to raising up and keeping the pulse on nuestra gente. We build deep digital relationships with Latinx folks through their phones in order to transform civic engagement and build political power.

Pulso attracts and engages Latinx folks through our innovative Latinx history and news service, which is based on Facebook Messenger. With this daily relationship and by telling the stories that have shaped our community, Pulso connects U.S.-based Latinos/as/x with our history and encourages subscribers to take action on critical issues, register to vote, and to cast their votes on Election Day.

To see the digitally-based service we're building, search for "Project Pulso" in the Facebook Messenger app. You can also learn more about our work at <https://projectpulso.org/>.

Pulso is a project of Accelerate Change (AC), a nonprofit media lab dedicated to catalyzing new scalable and sustainable digital media models for citizen engagement. See "[The Secret of Scale](#)" for more on AC's model for scalable citizen organizing read and see "[The Promise of Lean Experimentation](#)" or AC's approach to experimentation using Lean Startup methodologies and other business strategies, both from the *Stanford Social Innovation Review*.

## Position Description

We're looking for a detail-oriented Facebook Ads Associate to create, manage, and optimize a high volume of Facebook ads. This role would be a fit for someone who loves A/B testing every component of Facebook Ads and using a data-driven approach to analyze results and identify subsequent tests. We are especially interested in solutions-oriented candidates who are comfortable working in fast-paced environments as Pulso rapidly scales both our reach and our team.

## Job Responsibilities

As Pulso's Facebook Ads Associate, here's what you'll do:

- Develop Facebook ad content and visuals to A/B test. This includes sourcing and researching content, writing ad copy, writing headlines, and finding and editing creative assets (both photo and video).

- Rapidly execute A/B tests to measure and improve performance.
- Build and manage ads in Facebook Ads Manager.
- Continuously measure and optimize ad performance while also establishing benchmarks and recommending future A/B tests.
- Analyze and report key metrics for each A/B test and manage spend against aggressive ROI targets.

## **Qualifications**

We are looking for someone who:

- Has 2+ years of experience in all aspects of Facebook ad management. This includes building, managing, optimizing, A/B testing, pulling data, and analyzing data for Facebook ads.
- Is skilled at using Facebook Ads Manager and Facebook Business Manager.
- Can dig deep into data to find insights, problems, and opportunities.
- Is committed to advancing progressive social change.
- Understands the issues that the U.S.-based Latinx community faces.

We prefer someone who:

- Is highly entrepreneurial and thrives in a fast-paced, unstructured digital environment.
- Is eager to learn, iterate, pivot, and experiment along with the rest of the team.
- Is a team-player, and comfortable working remotely.
- Has a sense of humor!

## **Salary & Benefits:**

- \$40,000-\$50,000 salary range, depending on experience
- Flexible work hours
- Health care after 3 months, with individual premiums fully covered and cost-share for dependents
- Need-based educational loan assistance after 3 months
- 10 paid vacation days, 6 paid holidays, and 3 paid floating holidays each year
- 5 fully paid sick days and 10 half-paid sick days each year
- 401(k) plan after one year, with 100% employer match on the first 3% and 50% employer match on the next 2%

## **To Apply:**

To apply please upload your resume, tell us more about your experience and share examples of your work using this application form: <https://forms.gle/aRe4Bn2DU1LHnsJBA>.

*Pulso is incubated by Accelerate Change; Accelerate Change is an equal opportunity employer. We believe that people of color, people from working class backgrounds, women, and LGBTQIA+ people must be centered in the work we do. Hence, we strongly encourage applications from people with these identities, or who are members of other marginalized communities.*