



The Talent Acquisition Manager is responsible for all aspects of acquiring and recruiting new applicants through social, paid search, paid social, job boards, viral community campaigns and other strategies.

This position will be responsible for organic and paid media (social, search, job boards) campaigns including strategy, execution, campaign management and optimization, to ensure that the campaign generates profitable leads.

- Work closely with product/tech teams to streamline and optimize the applicant experience and conversion funnels for agents being recruited.
- Daily management of bids, spend and resulting performance, including lead volumes, CPA goals, margins, and related performance metrics, to ensure accomplishment of performance goals in alignment with stated objectives
- Ongoing testing and optimization of visitor experiences, including messaging, selecting the appropriate landing experience.
- Develop and implement new messaging
- Develop content and organic strategies to drive applicants to the site.
- Conduct competitive analysis

### **Experience / Training / Education**

- Bachelor's degree
- 5+ years relevant DR marketing experience
- Experience working with digital/online marketing and consumer websites is mandatory; transaction-oriented consumer sites preferred
- Extensive experience running PPC campaigns, especially social site advertising (Facebook Ads, LinkedIn Ads).
- Computer skills: Experience working with a Google Adwords Facebook PMD - ads management platform (i.e. Nanigans, Marin, Kenshoo, etc.)
- Ability to adjust to and anticipate changes in the company's strategic focus and changing market conditions
- Demonstrated oral and written communication skills with all levels of the company, vendors, and other external constituents
- Excellent analytical, presentation, and problem-solving skills
- Strong organizational skills with a proven track record of managing projects and people both directly and indirectly
- Close coordination and knowledge/data sharing with counterparts who share goals and responsibilities with this position is required



## About NexRep

NexRep leverages a US home-based workforce to deliver world-class customer service and sales. We've developed innovative strategies to deliver the home agent contact center model, focusing on agent operations and sourcing that delivers professional agents who match client's customer profiles. The result has been a fast growing and consistently profitable company, which attracts the best talent and delights clients and agents.

NexRep is a leader in cloud-based, virtual contact centers. We work with world class brands such as AAA Insurance, Drybar, Grubhub, Priceline and various product marketing companies. Unlike conventional call centers, NexRep recruits, contracts and certifies U.S. agents who work from home. This unique partnership allows us to give great work opportunities to those who really benefit from an at-home arrangement: parents, those with physical disabilities, rural communities, and others. In turn, we can take advantage of a domestic workforce that brings tremendous quality and solves problems on the first call.

NexRep's culture is characterized by our start-up feel. We are growing very fast, and we're doing so profitably and debt-free. This is the perfect recipe for a fun, exciting environment. Part of that environment includes the ability to make decisions quickly and as a team, without onerous oversight and red tape. Those who join our team now will be ideally positioned to take on leadership opportunities as we expand. If you have the skills and experience for this role, join us on this exciting journey. Our preference is for this position to be based in our Portland, Maine office. However, we do have experience with distributed teams, and may be able to offer flexibility to the right candidate.

**Please send resumes and cover letters to [careers@nexrep.com](mailto:careers@nexrep.com)**