



# We're Hiring: Meta Ads Specialist

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## About the Role

We're looking for a specialist in Meta Ads to manage and scale our paid social campaigns across Facebook and Instagram, focused on driving direct bookings, lead generation, and brand visibility for the W15 Collection and other verticals under Steradian Capital Investments (residential and commercial real estate). If you're passionate about full-funnel Meta campaign execution – from audience targeting and creative strategy to performance optimisation – this role is built for you. Bonus if you've dabbled in TikTok Business campaigns.

## What You'll Do

- Plan, build, and manage paid campaigns across Meta platforms (Facebook, Instagram)
- Execute a full-funnel strategy: from awareness to remarketing and conversions
- Define and refine custom and lookalike audiences, with region- and persona-specific targeting
- Collaborate with our content team to brief and test creatives that convert
- Manage campaign budgets, placements, and bidding strategies aligned with goals
- Track campaign performance via Meta Ads Manager, Pixel events, and GA4
- Present performance reports and insights to internal stakeholders
- Continuously test creatives, copy, audiences, and placements to improve CTR, CPC, ROAS, and engagement
- Stay updated on Meta platform changes, policy updates, and new ad formats

## What You'll Need

- 2–4 years of hands-on experience managing Meta Ads campaigns
- Proven ability to build and manage campaigns end to end
- Deep familiarity with Meta Ads Manager, Meta Pixel, Event Manager, and GA4
- Strong understanding of paid social KPIs (CTR, CPC, CPA, ROAS, engagement, retention)
- Comfort with budget pacing, A/B testing, and creative iteration cycles
- Ability to create and present performance reports clearly and concisely
- Strong collaboration skills for working with content creators and designers

## Bonus Skills (Good to Have)

Experience running TikTok Business paid campaigns  
Familiarity with Meta Conversions API  
Background in hospitality, travel, or high-value real estate marketing

## Why Join Us?

You'll be part of a fast-moving digital team helping shape the paid social strategy of one of Sri Lanka's most dynamic boutique hospitality groups. You'll also have exposure to real estate and commercial projects with high visibility – all while having full ownership of paid social growth on Meta platforms.

Plus, you'll enjoy medical insurance coverage as part of your benefits, ensuring you're supported both professionally and personally.

**Send your CV to - [careers@steradiancapital.com](mailto:careers@steradiancapital.com)**