



## Media Specialist

### WHO WE ARE:

**Baby food that challenges the industry and gives parents a real alternative in the baby aisle. Power to the Littles™**

Radically good nutrition so littles can find their power. Our recipes balance protein from ethically sourced meats, essential vitamins and minerals from organic veggies, and healthy fats from olive oil or coconut cream.

Born from two frustrated parents DIY-ing better puree options in their own kitchen, Serenity Kids is reimagining the baby food aisle with products that challenge the status quo to deliver the nutrition babies deserve and the convenience parents need.

From grass-fed, free-range meats to beyond-organic veggies and regenerative farming partners, our sourcing is as intentional as our recipes. Every ingredient is chosen to nourish babies while supporting farmers who care for animals, soil, and the planet.

Serenity Kids doesn't stop at what's in the pouch. We advocate for better food systems so all future generations can thrive.

Our nutrient-dense baby food pouches, savory organic grain-free puffs, and grass-fed A2 toddler formula are available straight from [our website](#) or find us in major [retailers nationwide](#)!

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### OUR CULTURE:

We are committed to supporting working parents. We integrate our mission to make the world healthier into everything we do by creating a culture that emphasizes self-care, personal growth, and family time. We attract and retain top performers who will do whatever it takes to get the job done, while also staying healthy and having fun! Connection and autonomy are two of our top values, so working with us is an opportunity to join a supportive

and collaborative community where you have the flexibility and freedom to get your job done however works best for you.

We believe in our own greatness, knowing that we can achieve anything if we stay connected to ourselves and each other, leveraging our unique talents and points of view, and trusting in the serendipities that naturally unfold for us. We joined this team to make the world better, while also realizing that it is a beautiful opportunity to make ourselves better as well. In this chosen tribe, we have diverse backgrounds and ethnicities, unique points of view, and even live in different geographies. We get to be who we are and grow into more of ourselves every day.

We are reinventing what it means to work, and are having a blast doing it.

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## ABOUT THE ROLE:

We are looking for a curious, detail-oriented and data-driven Media Specialist to join our growing media team. Reporting to the Director of Media, you will support the planning, execution, and optimization of paid media campaigns across digital channels. This is an excellent opportunity for an early-career media professional to build foundational expertise across the full media mix. This role plays a critical part in driving efficient customer acquisition, supporting brand awareness, and contributing to overall business growth across DTC, Amazon, and retail.

You'll work closely with internal teams and external agency partners to ensure campaigns are executed effectively, performance is clearly reported, and insights are translated into actionable recommendations.

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## SCOPE:

**Awareness media.** all channels upper-funnel strategy and agency briefing across paid social, RMN, Amazon, and any other relevant channels. Translate brand objectives into media plans and hold agencies accountable to awareness KPIs (reach, frequency, CPM, brand lift).

**Conversion support – Amazon & paid search/social.** Not the primary owner, but close enough to the data to flag issues, support optimization decisions, and connect upper and lower funnel performance. Likely collaborates with the conversion RMN owner here.

**Agency management.** Primary day-to-day contact for agency partners. Running reviews, approving plans, holding them to KPIs, escalating when performance is off. Keeps agencies briefed and aligned with internal priorities.

**Creative reporting & testing.** Own the test-and-learn agenda — what gets tested, how results are read, and what gets scaled or cut. Works with creative and brand teams to brief new content based on performance signals.

**Budget management.** Track and reconcile spend across channels and agency partners. Flag pacing issues, manage reallocation requests, and keep finance reconciliation clean.

**Brand lift & measurement.** Own the measurement framework for upper-funnel — running brand lift studies, tracking benchmarks over time, and building the internal case for awareness investment.

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## YOUR RESPONSIBILITIES:

### Campaign Execution & Management

- Support the setup, trafficking, and QA of campaigns across platforms such as Meta, Google, TikTok, and Amazon.
- Assist in managing budgets, pacing, and campaign timelines to ensure delivery against plan
- Coordinate with agencies and partners to launch and optimize campaigns
- Help maintain campaign calendars and ensure on time delivery of media activations

### Performance Monitoring & Optimization

- Track daily/weekly performance and identify trends across channels
- Monitor pacing, delivery and KPIs, flagging performance issues and recommending or supporting optimization recommendations based on data reporting.

### Reporting & Insights

- Maintain and update reporting dashboards (e.g., GA4, Looker Studio, platform reporting tools)

- Analyze cross-channel performance and contribute to weekly/monthly reporting
- Translate data into clear insights and actionable recommendations

### **Creative & Testing Support**

- Collaborate with creative and media teams to ensure assets align with campaign goals
- Help execute A/B tests across audiences, creative, and messaging
- Track and document learnings to inform future campaigns

### **Cross-Channel Coordination**

- Support cross-channel media planning efforts that span brand awareness through lower funnel conversion tactics across DTC, Amazon, and retail media efforts
  - Assist in aligning media efforts with broader marketing initiatives (product launches, promotions, retail support)
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## **WHAT SUCCESS LOOKS LIKE:**

- Campaigns are executed accurately and on time
  - Performance trends are identified early, with clear recommendations
  - Reporting is reliable, actionable, and easy to understand
  - Strong collaboration across media, creative, and ecommerce teams
  - Continuous improvement through testing and optimization
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## **ABOUT YOU:**

### **Required**

- 2–4 years of experience in paid media, digital marketing, or a related field
- Familiarity with platforms such as Meta Ads Manager, Google Ads, and TikTok Ads
- Strong analytical skills with experience in tools like GA4, Excel/Google Sheets, or Looker Studio
- Understanding of key media metrics (CPA, ROAS, CTR, CVR, etc.)

- Highly organized with strong attention to detail
- Ability to manage multiple projects and deadlines

### **Preferred**

- Experience in eCommerce, CPG, or omnichannel businesses (DTC + retail + Amazon)
  - Exposure to retail media networks or Amazon advertising
  - Experience working with agencies or cross-functional teams
  - Familiarity with testing frameworks and experimentation
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### **LOCATION:**

Serenity Kids is an Austin-based company with a hybrid and remote workforce. We are prioritizing candidates located in Austin, TX for the Media Specialist role. For qualified candidates located outside Austin, this role requires up to approximately 25% travel. Relocation assistance is available.

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### **COMPENSATION & BENEFITS:**

At Serenity Kids, we believe in taking care of our people the same way we care for the families we serve.

Compensation for this role will be determined based on experience, skills, qualifications, business needs, and market conditions. The expected annual base compensation for this role is: \$69,000–85,000 USD.

Our comprehensive benefits and compensation package includes:

- Comprehensive health, dental, and vision insurance with employer-contribution
- Annual Bonus Opportunity
- Company Equity
- 401(k) with Company Match
- Unlimited Paid Time Off
- Annual company shutdown from December 24 – January 1
- 13 Company Holidays, plus your birthday off
- 12 Sick Days Annually

- Generous Parental Leave Program: 16 weeks for birthing and 12 weeks for non-birthing + up to 4 weeks additional part-time schedule
- Monthly phone and internet stipends
- \$150 one-time WFH stipend
- Professional Development Resources
- SKquad Retreats and Hangouts
- Complimentary Serenity Kids products

Serenity Kids is proud to be an equal-opportunity employer. We provide employment opportunities regardless of age, race, color, ancestry, national origin, religion, disability, sex, gender identity or expression, sexual orientation, veteran status, or any other protected class. Each individual at Serenity Kids brings their own perspectives, work experiences, lifestyles, and cultures with them, and we believe that a more diverse team creates more innovative products, provides better services to customers, and helps us all grow and learn.

**Please apply at: [careers@myserenitykids.com](mailto:careers@myserenitykids.com)  
[www.myserenitykids.com](http://www.myserenitykids.com)**