brandbliss

https://brandbliss.net/job/meta-ads-freelance

Freelance Meta Ads Specialist – Local Lead Gen

Hiring organization
brandbliss

Job Location
Remote work possible

Date posted
September 23, 2026

Quick note before you read further
We're looking for one person, not an agency. We love agencies, but that's more firepower than we need right now.

You'd work as part of our team and under our brand, and you won't be client-facing, at all. If you run a small shop but you're the one actually in the accounts, that's totally fine, we just want to know who's pushing the buttons.

Who we are

We're a small, fully virtual marketing agency, and 2027 will be our 15th year, which makes us feel either wise or old depending on the day. :)~

Our clients are local businesses in home services, professional, medical, and hospitality, and most of what we do for them is local SEO, web design, social, motion graphics video, and email.

We'll be honest, Meta ads haven't been a big part of what we do, and that's changing.

So we want someone who can own the Facebook/Instagram side for our clients. If you know your way around Google Ads too, even better, and other PPC experience could come in handy down the road.

We're a small team and we lean on each other, so communication matters a lot here.

The Gig
We have a handful of clients with budgets ready to go, and we need someone to help us set up the Business Manager structure the right way before anything launches. Budgets are modest, and there's room to grow.

Some accounts will need a course correction, and others will be built right from the start, so we're expecting it to take more time and TLC up front while we get tracking and structure right. After that it should settle into a steadier rhythm.

And you won't be doing it alone.

Our strategy team handles a lot of the thinking on offers and messaging, and our designers and developers take care of creative and landing pages, so most of your time goes into what happens inside the platform.

That said, if you see something in the numbers that says an offer or an ad isn't landing, we want to hear it. The goal is to let you spend your time on what you're really good at, while your ideas are always welcome at the table.

We're thinking a per-account monthly retainer or hourly, but we're open to hearing how you like to structure it.

What you'll do

- Build and structure Meta accounts for local lead generation, mostly home services (form fills, calls, booked appointments)
- Set up and verify pixel, Conversions API, and conversion tracking so attribution is clean before anything goes live
- Plan campaign structure, audiences, and creative testing with our team, then run it day to day (budgets, bids, pacing, testing)
- Collaborate on briefs for our designers and developers when creative or landing pages are needed
- Flag problems early, and tell us straight when a client's budget is too small to do anything meaningful so we can make the case for more
- Report in plain English on cost per lead, lead quality, and what is and isn't working

You're probably a fit if

- You've run Meta lead generation for local or service businesses, not only e-commerce
- You can set up pixel, CAPI, and conversion events
- You're comfortable with small budgets and honest about what they can and can't do
- You can explain results to people who don't live in Ads Manager
- Call tracking, CRM, and landing page optimization experience is a plus

How to apply

If you're already swamped, no hard feelings, but please only raise your hand if you actually have room for this right now.

Send us a note at hello@brandbliss.net with "5D Conversion Coders" in the subject line, and include:

1. The types of clients you've worked with that best fit what we're looking for
2. How you like to price and structure this kind of work
3. Your current capacity