



## **Digital Campaign Manager**

### **Job Summary**

Are you ready to join a fun, fast-paced team of Digital Campaign Managers? We are currently seeking a Campaign Manager to join our Ad Operations Team. This role is crucial to ensuring the success of online campaigns from initial implementation to final delivery. The role includes regular day-to-day communication with the senior campaign specialist and Account Executives to ensure assigned campaigns obtain optimum performance as well as exceed client expectations. This position requires self-motivation, enthusiasm, resilience, flexibility, and the ability to communicate clearly and effectively. The position also requires an analytical and logical thinker with the conviction to meet problems head-on and solve them accurately and quickly.

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### **Accountabilities**

- Set up and manage campaigns.
- Provide pacing, optimizations, and reporting.
- Handle ongoing campaign management to ensure the performance of accounts.
- Correspond directly with clients and vendors as it pertains to campaign management.
- Proactively keep up to date with relevant industry news.



- Find opportunities to grow the business with the data and performance you are managing.
- Strategically alert accounts and clients to secure additional budgets based on performance objectives.
- Interact with other Ad Operations team members in the sharing of campaign intelligence for the benefit of the division.

## Job Qualifications

- BA/BS preferred.
- 0-1 years of proven hands-on experience in a digital advertising environment.
- Proficient in Microsoft Office.
- General knowledge of Social Media platforms.
- Strong numerical data analyst with an understanding of statistics and trends.
- AdWords, Google Analytics & Google Tag Manager experience a plus.
- Familiarity with HTML code is also a plus.
- Experience prioritizing workloads and managing multiple projects/campaigns.
- Highly organized and detail-oriented professional.
- Comfortable working both in a team and independently.
- Adaptive learner, able to grow as technology evolves.
- Possess the highest levels of professionalism, integrity and ethics.