

## **SR. MEDIA PLANNER / DIGITAL MEDIA PLANNER /DIGITAL MEDIA SPECIALIST**

### **Position Summary**

- Leading 2020 campaign development / activation for paid social / PPC for assigned clients and supporting programmatic awareness / lead gen campaigns
- Ideal candidate will have programmatic campaign management experience, able to manage self-serve campaign set-up / activation & optimization. Familiarity with DSP's IU's - like Trade Desk, BASIS, Media Math - a PLUS / highly desirable. Understanding of all associated KPI's / audience concepts/measurement.
- Day-to-day steward of a variety of supporting media activities including - metric reporting, competitive, RFP's, flowcharts, client presentation development, POV's, etc.
- Work closely with the MD in the development and communication of all strategy while owning tactical execution.
- Advanced excel skills required (i.e., pivot tables, data visualization) and Microsoft office competency; Google Analytics. B2B experience not required but a plus.

### **Specific Responsibilities (*Not limited to Below*)**

- Actively contribute to account strategy, including budget development, KPIs, partner selection, new tactics and tracking industry developments.
- Responsible for gathering the research and data needed to formulate tactical plan development and recommendation for client delivery with oversight from MD
- Recommend campaign structure and keyword and ad copy development. Responsible for final QA before delivery to client.
- Conduct and analyze keyword and audience research necessary to build new campaigns; review and package for delivery to client including full QA
- Manage campaign pacing, accuracy of budgets vs. Strategy flowcharts
- Review IO's for purchase authorization
- Coordination of material requirements / ad specs / due dates
- Responsible for recommending campaign adjustments based on performance trends, development and recommendation of optimizations and/or testing plans
- Responsible for campaign reporting and developing strategic insights with clear actionable items → Responsible for building clear, concise and cohesive quantitative analyses inclusive of strong data visualization
- Mastery of all relevant tools for reporting, analytics and competitive analysis - bid management platforms, Benchtools, Google Trends / Analytics