

## Media Manager

The **Media Manager** is a highly motivated, energetic individual who delivers active management and optimization of in-market campaigns. They work closely with the activation team to ensure performance while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by developing insights, implications and frameworks that compel teams to deliver the right message to the right person at the right time.

They are an integral team member of the digital marketing team, hyper-focused on the on-time and high-quality execution of tactics that support our clients' overarching digital marketing strategy. Responsible for creating, monitoring, optimizing, and assisting with the reporting of paid, earned and owned performance— they work in support of the Director of Digital Strategy, but also in partnership with the client service, creative and digital production teams to ensure constant productivity.

As a DM Specialist, they are a stellar team player with a proven ability to deliver strong support across any and all combinations of digital marketing platforms. With a strong desire to grasp cultural and ever-evolving digital trends, they are tasked to bring that enthusiasm to every task in support of achieving client success. A strong work ethic, innate sense of curiosity and professional maturity is evident in every deliverable and interaction. Reports to the Director of Digital Strategy and Integrated Solutions. Responsibilities include:

### **Paid Digital Marketing**

- Owns strategy and execution of programmatic channel activities on behalf of clients
- Focused on growth of programmatic channel with clients and opportunities for growth in margin
- Development of case studies in programmatic and/or integrated digital campaigns to further penetrate current clients
- Proactive participation in channel planning and optimization recommendations
- Advise and assist in guiding asset development by delivering performance insights, best practices and relevant industry examples
- Execute successful programmatic campaigns with proactive research on optimization strategies
- Activate and optimize targeting, keywords, and bidding, and implement proper UTM codes for accurate tracking
- Continuously monitor campaign performance, A/B tests and optimization tactics in support of cyclical performance reporting while maintaining up-to-date and accurate log of changes
- Manage platform daily budgets, spend pacing and reconciliation of spends for billing purposes

- Assist account team with budgeting by providing full list of assets needed to fulfill programmatic programs
- Provide constant observations, trends and insights on all activity in market
- Stay current with programmatic trends, vendor capabilities and key data partners
- Develop skills with self-directed learning opportunities in digital strategy and programmatic space

### **Trade Media Support**

- Supports Media Specialist with Trade media planning/execution for accounts in your care
- Establish and maintain close relationships with industry media partners at all levels of the organization
- Stay abreast of media trends, opportunities and target media consumption
- Proactive participation in planning and campaign development in collaboration with cross-functional team
- Create strong, integrated trade programs delivering on stated objectives, targets and KPIs
- Develop strong rationale for tactical recommendations based on industry benchmarks and historical performance
- Assist account team with budgeting by providing full list of assets needed to fulfill trade programs
- Drive efficiency through strong rate negotiations and value-added programs
- Push for custom and out-of-the-box ideas with internal team and media partners to set Marriner clients apart
- Hold media partners accountable for delivery and performance
- Continuously monitor campaign performance, delivery and proactive optimization in support of cyclical performance reporting while maintaining up-to-date and accurate log of changes
- Keep a performance mindset providing team with observations, trends and insights on activity in market

### **Digital Marketing Support**

- Own the on-time and consistent execution of responses, tasks, and deliverables for the team as it relates to channel schedules, workflows and other commitments
- Provide highest-quality administrative support for all communications, documentation, presentations, etc
- Provide all levels of support to Director of Digital Strategy and client service team as it relates to internal communications, note-taking, research and overall organization
- Educate internal and external teams on channel trends, platform benchmarks and opportunities
- Support Media Operations with uploading campaigns into Adara and Campaign Manager as needed

### **Required Knowledge/Skills/Experience**

- College graduate (marketing or communications specialty preferred)
- 3+ years of digital marketing and trade media experience

- True passion for marketing, digital channels/platforms and overall problem-solving
- Strong verbal, written and presentation skills
- Performance mindset with inherent drive to improve results
- Organized and diligent, specifically managing deadlines for multiple projects
- True team player, committed to every undertaking and willing to put maximum effort behind the greater work for the client, team and agency at large
- Proven experience managing cross-channel campaigns for multiple clients preferred
- Self-directed learning and professional development in digital marketing and programmatic space

#### **Preferred Platform Proficiencies:**

- Basis
- Google Analytics
- Google Tag Manager
- Google Data Studio
- Google Campaign Manager
- Adara Impact
- Bionic

#### **Key Performance Indicators (KPIs)**

- Expertise in programmatic advertising with understanding of the role it plays in digital marketing strategy
- Knowledge of new opportunities and trends in programmatic space
- Understanding of digital strategy across paid, owned and earned channels
- Proactive participation in campaign planning and channel recommendations
- Successful execution of programmatic campaigns on behalf of clients
- Ongoing performance monitoring of active campaigns
- Proactive optimization recommendations to improve performance
- Proficiency in reporting including relevant insights in channel activity and website impact
- Growth in programmatic knowledge and strategies through self-directed learning

#### **2022 Goals – 1H 2022**

- Media training and certification completion
  - Excel assignments (formulas, pivot tables) – Jan
  - Programmatic Ads Academy (MediaMath) – Jan
  - Google Analytics – Advanced and Certification Exam (bonus) – Feb
  - Google Campaign Manager certification – Mar
  - Introduction to Data Studio – Q2
  - Google Tag Manager Fundamentals – Q2
- Develop creative guidelines and best practices for programmatic asset development (Q1)
- Maximize use of Basis platform to improve campaign effectiveness and efficiency (Q2)
- Build compelling case study for B2B client to further penetrate current foodservice clients (Q1)
- Sell in programmatic to at least 1-2 additional foodservice clients in 2022 (Q2)
- Maximize margin opportunity in active programmatic campaigns (1H)