

Digital Media Manager

Media+, a Seattle based media strategy, planning, and buying agency is looking for a Digital Media Manager to join our growing team. In business for over 35 years, we've been part of the media evolution and have evolved right along with it by embracing new media channels, technologies and consumer-insight driven strategies. Today, we're the largest independently owned media agency in the Pacific Northwest and believe that media strategy needs to be just as creative as the message we're promoting.

We're savvy marketers, go-getters, self-starters, shrewd negotiators, fun-loving, passionate media connoisseurs. We pride ourselves on delivering innovative, out-of-the box solutions that drive results for clients. And, we like to have a bit of fun while doing so.

You'll be an integral part of our digital media team providing support laterally across various clients across the agency. We need you to prioritize and juggle multiple projects at a time, pay high attention to detail, and be proactive with taking on new tasks and challenges. This is a highly collaborative team environment where you will be asked to work independently on your key discipline while maintaining open communication with other teams to ensure your tasks are aligning with the overall campaign process and procedures. The primary role of the Digital Media Manager is to support the Digital Media Supervisor and overall digital planning and buying needs of the agency.

Responsibilities:

- Assist on planning and buying assignments as needed
- Issue vendor IO's and maintain vendor relationships
- Setup online campaigns in ad serving system/social platforms and traffic tags to publishers
- Manage daily, weekly and monthly campaign optimizations and reporting and analysis
- Analyze campaign data and recommend optimizations to team and clients
- Assist with A/B testing and performance analysis
- Manage billing for campaigns and work with publishers to resolve discrepancies

Qualifications:

- Hands on experience managing campaigns across display, search, social and mobile channels
- Strong analytical skills, looking for someone who loves working with numbers and can find patterns in the data and draw conclusions
- Strong negotiations skills, preferably someone who has experience working with media vendors and negotiating media buys
- Experience using an ad serving platform (preferably DCM) and Facebook Ads Manager
- Strong knowledge of digital media metrics (CPM, CPC, CPA, CTR)
- Proficient knowledge in Google Analytics and Google Adwords along with Microsoft Office (Word, Excel, PowerPoint, Outlook)
- High level of attention to detail and strong organization skills
- Ability to thrive in a fast-paced environment, work with a cross functional team, and adapt to changing business/client needs

Interested candidates can contact Lauren Ramaska at Lauren@mediaplussea.com and Katrina Stroh at katrina@mediaplussea.com