

## Media Manager

- Own the implementation of advertising campaigns from start to finish: monitor and optimize multiple campaigns at a time, ensure campaigns launch and deliver on schedule and according to client expectations.
- Responsible for reporting on campaign performance
- Responsible for troubleshooting any problems that occur during setup and throughout campaign monitoring.
- Ability to manage and optimize digital campaigns aimed at both branding and response/conversion objectives.
- Create and maintain a thorough QA process, and help to create and maintain best practices.
- Manage the trafficking, testing, implementation, and QA of ad campaigns and pixel tags as needed.
- Provide status of campaign implementation to the media planning team.
- Monitor and QA all live campaigns for proper serving, click-through action, and conversion events.
- Identify issues that prevent campaigns from hitting KPIs and performance benchmarks and propose solutions.
- Build POVs and educate the team and clients on new digital trends, technologies, etc.
- Handle access to social pages, analytics, and tag manager accounts during initial client campaign launches.
- Ability to lead and train junior team members

## Qualifications

- Bachelor's degree
- Minimum of 4 years of experience working in a fast-paced environment.
- Minimum of 4 years of experience in paid social, paid search, programmatic, and digital video. Being proficient in Google Ads is a must
- Knowledge in Looker Studio (formerly Google Data Studio) is preferred.
- Expert knowledge of Google Analytics and Google Tag Manager
- Excellent multitasking abilities and the ability to prioritize well in a fast-paced environment.
- Strong understanding of the complexities of ad trafficking.
- Excellent communications skills, both written and verbal
- Familiarity with different online advertising pricing structures (CPC, CPM, CPA, etc.)
- Comfortable working with vendors, clients, and other outside parties
- Strong detail orientation
- Excellent problem-solving skills

Email: [HR@rjwmedia.com](mailto:HR@rjwmedia.com) to apply