



Job Description

Position: Digital Media Manager

The *Digital Media Manager* is primarily focused on digital media optimization across multiple platforms including search, social, and display. The Digital Media Manager will also play a key role in project management. This role is a junior level position intended to provide candidates with a solid technical and marketing foundation for future opportunities within Further as an Assistant Account Director or Account Director.

Key skills and areas of interest required include:

- Digital Marketing
- Web Analytics
- Data Analysis
- Campaign Management
- Media Platform Management (ex. Adwords, Facebook Biz Manager, etc)
- Project Management
- Time Management

An overview of responsibilities includes setting up and optimizing search and social campaigns within platforms, communicating status of projects internally and reporting on results, and managing campaign and project lifecycles to ensure timely completion of deliverables.

In this position you will be responsible for the following duties, among others:

- Manage paid search campaigns, optimizing daily
- Manage audience targeting and creative deployment for Facebook campaigns, optimizing daily
- Serve as primary contact with display vendors and monitor display performance regularly
- Manage platforms to pre-determined KPI's (key performance indicators) and budgets
- Assist Account Director in developing keywords, adgroups, and ad copy for paid search and Google Grant campaigns
- Prepare campaign performance reporting, applying learnings to future campaign strategies and planning
- Research and recommend new digital marketing channels/opportunities
- Analyze campaign performance for opportunities to improve response, value, and/or cost per order
- Assist with placement and trouble-shooting for tracking & conversion pixels
- Obtain onboarding segments from clients, QC, and load onto marketing platforms



- Track client projects for timely delivery
- Participate in client meetings

Qualified candidates will have the following characteristics:

- 1-2 years of experience in digital media buying or campaign management
- Certifications in areas of expertise such as Google Analytics and/or Adwords are viewed favorably
- Solid competency with MS Office, including PowerPoint and advanced Excel (pivot tables, v-lookup, etc). is required regardless of industry experience
- Solid written and verbal communication skills, paired with the demonstrated ability to organize your work and continuously manage competing priorities
- Your attitude must be positive, flexible, and focused, with an emphasis on a can-do, hands-on approach and philosophy
- The ability to operate independently and proactively is a must, as is the desire and ability to thrive in a challenging, fast-paced environment
- The nature of our business and client portfolio demand an 'always-on' mentality. Occasionally, situations arise that require immediate attention outside of normal business hours and it is expected that the Digital Media Manager will be available, aware, and able to respond in a timely fashion
- While individual competency is highly valued, a willingness to be a flexible and proactive team player is also critical
- For recent college graduates, advanced education degrees and experience related to digital marketing and online advertising are viewed favorably

Further's Senior Leadership team is committed to continual improvement on a personal and corporate level. We will provide opportunities and a supportive environment for you to succeed but the above characteristics and work-ethic are mandatory to achieve that success.