



Job Description

Position: Digital Media Manager

The *Digital Media Manager* is primarily focused on digital media optimization across multiple digital platforms including search, social, and display. The Digital Media Manager will also play a key role assisting in project management and client stewardship. This role is a mid-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 how results compare to client expectations, and managing campaign and project lifecycles to ensure timely completion of deliverables in line with client budgets.

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

- Assist Account Director in developing keywords, adgroups, and ad copy for paid search and Google Grant campaigns
- Manage paid search campaigns, optimizing daily
- Managing audience targeting and creative deployment for Facebook campaigns, optimizing daily
- Serve as primary contact with display vendors and monitor display performance regularly
- Prepare campaign performance reporting and discuss with Account Director, applying knowledge to future campaign strategies and planning
- Manage platforms to pre-determined KPI's (key performance indicators) and budgets
- Research and recommend new digital marketing channels/opportunities
- Prepare weekly performance reports for approval and contextualization by Account Director and ultimately to be reviewed with clients



- Analyze campaign performance for opportunities to improve response, value, and/or cost per order
- Obtain results from clients and 3rd party vendors and reconcile against budgeted performance metrics
- Assist with placement and trouble-shooting for tracking & conversion pixels
- Improve standardization, efficiency, organization and client friendliness of digital processes and deliverables
- Obtain onboarding segments from clients, QC, and load onto marketing platforms
- Tracking client projects and tasks for timely delivery
- Participating in regular client meetings

Specific Deliverables:

- Recommend remediation tactics to Account Director if campaigns fall short of expectations
- Manage vendor insertion orders for Display and other channels
- Deliver weekly performance updates and project status documents to Account Directors, along with campaign update reports as necessary
- Manage campaign production schedules to meet internal and external timing expectations
- Monitor industry trends and competitor/non-profit activities

Qualified candidates will have the following characteristics:

- 2-3 years of experience in digital marketing, preferably including media buying

Salary will be commensurate with your experience executing the responsibilities above and with your ability to improve the productivity of Further's current and future operations. Our goal is to employ A-level players.

An A-level player is one who's pay-scale and skill sets combine to make them one of the top 10% at their level within the industry.

- 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 operate 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 Account 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.

If interested, please submit cover letter and resume to careers@further-digital.com