

Senior Specialist, Digital Media

Role

We are looking to fill a full-time employee position in the role of Senior Specialist, Digital Media for our Toronto office for client work in both the U.S. and Canada. We are looking for someone who is client service-driven, proactive, detailed-oriented, collaborative, passionate, eager to learn, dynamic and entrepreneurial. This person will be part of our digital team and will also collaborate with our other client/project teams as needed.

Key Responsibilities

- Management, tracking, reporting, analysis, troubleshooting and optimization of paid search, display, social display and other digital advertising campaigns for clients.
- Sharing knowledge and skills with the team to help elevate team competencies and encourage overall success for all NLD digital clients.
- SEM campaign set-up, including preliminary research, competitive research, creating ad copy, campaign set-up, development of the keyword bidding matrix and bidding strategies, and ad copy creation.
- Display, paid social, and native campaign responsibilities include developing, managing and optimizing contextual, interest-based, lookalike, custom audience, and remarketing campaigns involving a mix of text, static and rich media ads.
- Analytics responsibilities include the initialization of the reporting framework, analytics profile creation, tag implementation, goal set up, funnel definition, advanced segmentation, and any data troubleshooting as required.
- Ability to maintain focus on big-picture goals and understand the client perspective.
- Experience in communicating campaign performance, optimizations and insights to clients through phone calls and email as well as in person.
- Ongoing responsibilities including tracking, reporting, analysis and optimization of campaigns on a weekly, monthly and quarterly level as needed. This includes participating in weekly client calls and campaign post presentations to review metrics and analysis.
- Supporting other online initiatives as applicable.
- Ongoing and proactive client service, internally and externally.
- Regular and ongoing proactive communication with colleagues and clients.
- Supporting, creating content, researching, and compiling materials for prospective client proposals, pitches, and marketing as needed.

Requirements

- University degree or college graduate.
 - Minimum of 4+ years agency or in-house experience working hands on with Google paid search and Facebook ad campaigns.
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- Experience with buying and management of digital media on multiple auction platforms, such as Google, Facebook, Bing, LinkedIn, etc.
- Strong knowledge of performance evaluation tools such as Google Analytics and math proficiency skills.
- Google AdWords Certifications (individual) are a plus.
- Strong Microsoft Excel skills.
- Excellent written and verbal communication skills.
- Excellent analytical skills.
- Excellent organizational and time-management skills.
- Team player.
- A desire to eventually lead a team and train junior staff as needed.
- Not required but would be considered an asset:
 - Amazon Media Buying.
 - Bilingual French and English speaking and writing.
 - Hands-on lead generation in the Pay Per Call space.
 - Pixel tracking set-up knowledge.