

Digital Media Buying Associate Job description

Who we are and what we are looking for

We are a digital marketing & advertising agency strongly focussed on helping SMEs profitably acquire and retain their customers through Digital Marketing & Advertising.

We are looking for a highly analytical and strategic thinker to join our team as a digital media buyer. In this role, you will be responsible for planning, negotiating, and executing digital media campaigns across various channels (including display, video, social, and search).

To be successful in this role, it's critical to have a deep understanding of the digital media landscape, as well as experience planning and buying media for direct response and brand awareness objectives. You must be able to think quickly on your feet, be analytical and strategic in make decisions to deliver goals in a fast-paced environment.

Excellent communication and technical skills are a must. If you are motivated and results-driven, and enjoy working in a rapidly developing agency, we'd like to meet you.

Day to Day responsibilities

- Develop and execute digital media plans that align with client business objectives
- Research, identify, and recommend new opportunities and strategies for reaching target audiences
- Stay up to date on the latest industry trends and changes, and share insights with clients and team members
- Adequate media planning and budgeting skills to get the best ROI, ROAS for ad spend.
- Monitor campaign performance and optimize delivery to meet or exceed KPIs
- Generate post-campaign reports detailing results and insights
- Work with internal teams to develop creative assets for digital campaigns
- QA ad units and placements prior to launch

- Resolve any issues that arise during a campaign
- Maintain relationships with social team, design and production team to produce output for clients advertising needs.

Requirements

- Bachelor's degree in advertising, marketing, business, or related field
- At least 2 years of experience working in digital media buying, planning, or a related role
- Experience with programmatic buying platforms, including Google Display & Video 360, Eskimi etc.
- Experience with web analytics tools, such as Google Analytics
- Familiarity with ad serving platforms, such as Google Ad Manager, Meta Ads Manager etc
- Excellent analytical skills and experience using data to inform media decisions
- Strong project management skills with the ability to manage multiple projects simultaneously
- Proven track record of successful media campaigns that delivered on objectives
- Creative thinker with the ability to develop innovative solutions to problems

Specific application requirements

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- A link to some campaign/media buy portfolio/attachment of their work
- Copies of academic certificates.
- Curriculum Vitae.
- Cover Letter Introducing yourself and your goals and purpose and how you see this position as a fit for you personally.

*The Position is open and available for immediate start

