

JOB DESCRIPTION

Job Title: Digital Campaign Manager (Display, Programmatic & Mobile)

Department: Digital Marketing

Reporting to: Head of Mobile & Online Media

The Department:

The Digital Marketing Department is responsible for Group's global digital footprint, including traffic generation and conversion across all online and mobile channels globally.

Purpose of Job:

Reporting into the Head of Mobile & Online Media, the Digital Campaign Manager will be responsible for managing the performance of the Group's comprehensive digital media campaigns across desktop, tablet, mobile and video.

Key Responsibilities & Accountabilities:

- Responsible for set up and delivery campaigns globally, across all platforms.
- Optimisation and monitoring of campaign variables to ensure that performance targets are met and exceeded.
- Provide best practice strategy and execution on all aspects of campaign delivery.
- Defining A/B or multivariate testing, monitoring results and applying insight gained to other campaigns.
- Reporting campaign performance and ROI in line with channel goals and KPIs, on a weekly/monthly basis.
- Providing benchmarks for future campaign performance to aid business decisions.
- Supporting team members on the trafficking of campaign as needed.
- Train and mentor junior staff on programmatic and display campaigns.
- Offer technical services in trafficking and tagging.

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:

- Strong experience running and optimizing successful Programmatic and Display Media campaigns in a competitive sector.
- Exceptional understanding of Digital ad technology with knowledge of multiple media buying platforms (DSPs, Ad Exchanges, Display Networks, PMPs, etc.)
- Adept at leveraging Data Management Platforms (DMP) such as BlueKai, Adobe Audience Manager etc.
- Solid Experience in ad serving, tagging and web analytics.
- Demonstrable experience of budget management to influence business decisions.
- Experience of presenting and communicating to, networking and management of, multiple stakeholders across multiple levels, both internally and with core suppliers.

Desirable Criteria:

- Great understanding of the sports media landscape
- Experience in app tracking vendors & running mobile app install campaigns, is a plus.
- Experience in managing agencies
- Good understanding of affiliate marketing.
- Experience in managing junior staff.
- Exposure to HTML and JavaScript, and able to leverage these languages to expand tracking and data collection is an advantage.

Person Specification:

- Passionate about digital marketing.
- Highly numerate and analytical with ability to discover valuable insights from data sets and take initiative.
- Highly focused, organised and adaptive
- Exceptional attention to detail and a great communicator
- Team player with the ability to work independently