

## DIGITAL ACCOUNT MANAGER / SENIOR DIGITAL ACCOUNT MANAGER

### Who are we?

We are Advant Technology Ltd; a data and technology driven team that plans and manages paid advertising campaigns for our clients that vary from multi-billion-dollar tech companies to ambitious challengers across sectors including tourism, banking, healthcare, gaming, and more.

We are passionate, capable and ambitious. Optimisation is our mantra along with attention to detail and a proactive client approach. We thrive on helping our clients grow.

### Who are we looking for?

We are looking for a dedicated Senior Digital Account Manager to join our team, who really cares about their job, has a flexible mindset but also appreciates flexibility, something we value at Advant.

You will manage our portfolio of clients to help them achieve their digital goals, which tend to include increasing awareness or sales/leads through video, display and native advertising. We do this through multiple DSPs, LinkedIn, Facebook, YouTube etc.

We value good communicators who feel confident collaborating with clients and presenting PowerPoints. As a small company we need people to make their own decisions and lead within their role, naturally this won't be expected from day one, but it should be an inherent part of your personality.

As a programmatic first agency, experience in programmatic advertising would be desirable but experience across any form of paid media would be valuable. When you join our team, you will get extensive training and background information to ensure you are feeling confident and prepared.

### The Role:

Your role will be to coordinate the work with both clients and internal teams, so a structured approach ensuring nothing falls through the cracks is paramount. Your work will span from taking the client brief, helping to plan and strategise within input from a senior strategist, researching the market, using tools to pull data that feeds into the brief response, helping with pitch documents, managing orders, feeding campaign to the team a concise accurate manner, monitoring campaigns, reporting back to the client and finally invoicing.

- Acting as the first point of contact for clients and managing the day-to-day communication between the client and the team
- Managing campaigns:
  - Receiving campaign orders, to ensure all the information for execution is available and organise it for the internal teams.
  - Monitor & ensure campaigns are delivering on pace and within the KPIs.
  - Participate in the optimisation meetings with ad ops team to ensure all the client's comments are addressed.
  - Create reports using Excel, PowerPoint, Google Studio Dashboard live feed with valuable written insights about campaign performance.
- Work with the finance department to ensure timely invoicing and payments

- Work with the new business lead to help plan & execute pitches
  - Research new client businesses, previous strategies, advertising assets, etc. & their competitors.
  - Assist in media plan creation, check calculations, etc.
  - Help to coordinate the work of other partners on the pitch to ensure timely delivery of the presentation.
- Feed into the strategy and development for a clients marketing plan including research, with the ability to communicate those ideas to clients.

### **Our requirements:**

- A strong interest in paid digital advertising and wants to grow within the industry long term
- Absolute minimum six months work experience in paid media (PPC, Programmatic, Paid Social) as either a digital account manager / digital strategist / digital campaign manager / client services
- Excellent time-management skills & multi-tasking
- Excellent verbal and written communication skills
- Strong analytical skills
- Good knowledge of Excel & PowerPoint
- Technology proficient
- Experience with tools such as Google Analytics, Google Data Studio, Google Ads, DSPs, DV360, FB Ad manager etc

### **Why work for us?**

- A fantastic opportunity to grow personally & professionally on our journey together.
- You will learn about media planning and execution from a senior team across multiple industries and across multiple platforms.
- You will get to be part of a super friendly and talented team who support and challenge each other to achieve our best.
- We are working remotely, but we are keeping the team spirit high. We have daily calls (and an active Skype chat) to ensure we are keeping up to date with what is happening both at work and outside of work.
- Need to start your day a bit later to drop off your kids at the nursery? Want to join a gym class around lunch? We can work with that! Work-life balance is hugely important to us, and we understand that you may need some flexibility in your day.
- We offer a competitive salary with bonus opportunities for great performance & achievements.