

As the Digital Media Specialist, you'll be responsible for campaign management activities such as campaign set-up, QA, bidding and optimization, and performance reporting. You'll partner with the Director of Digital Media to identify and implement opportunities using a data-driven approach.

Responsibilities:

- Executing, managing, and optimizing digital media campaigns (SEM, Programmatic, Social, Content Syndication, etc) for agency clients, including platform media buying as well as direct-to-publisher programs
- Translating campaign/client business goals into digital media strategies
- Handling daily campaign maintenance, including pacing and performance, as well as troubleshooting and optimization
- Identify, plan, and carry out A/B testing opportunities
- Assisting in the development of client-facing campaign performance reports
- Trafficking campaign tags into platform environments
- Running the campaign QA process to ensure accurate campaign implementation, pacing, and performance
- In partnership with Director of Digital Media, own client-facing communications
- Monitoring emerging industry trends and summarizing them for internal and external stakeholders

Ideal Traits Include:

- 2-3 years of digital ad experience
- Knowledge of media planning and buying
- Familiarity with Google Marketing Platform (SA360, DV360) or similar buying platforms
- Strong data and analytical skills and ability to bring a story to life
- Fluency with Excel
- Excellent verbal and written communication skills

Medical, vision, and dental benefits are offered, plus a monthly allowance for health and wellness activities provided. Performance-based bonuses are available.

Salary range: \$55,000-\$70,000

Please send a cover letter and resume to steve@catalystmarketing.io.