

DIGITAL MEDIA MANAGER

ZLR Ignition is a dynamic branding agency looking for an experienced professional to join our paid media team. The successful candidate will have the knowledge and skills to work directly and autonomously with account management and clients to provide strategic direction for a wide variety of media campaigns. A bachelor's degree in marketing or advertising is required, as well as previous experience in marketing/advertising, preferably with an agency in the media planning/buying function.

PRIMARY RESPONSIBILITIES

- Plan, buy and negotiate digital and paid social media campaigns (display, video, mobile, DOOH, audio, native, PPC, etc.).
- Participate in developing plan presentations and represent the material with clients.
- Set up, manage and optimize PPC, digital video and paid social campaigns in-house.
- Define, measure and evaluate relevant paid media KPIs.
- Develop testing opportunities to enhance targeting and personalization across paid channels.
- Evaluate digital campaigns and make optimization recommendations.
- Conduct monthly account reviews, including an analysis of all digital media performance and preparing recommendations for upcoming months.
- Monitor campaign delivery and adjust to accurately and evenly pace with approved budgets.
- Proactively identify and communicate any issues related to digital media campaigns, escalating them to the media director and account teams.
- Lead campaign final reports, including writing key takeaways, monitoring GA4 and presenting to clients.
- Participate in developing presentations for internal and external meetings on campaign planning and campaign performance.
- Oversee the approval of digital media invoices, reconcile billing discrepancies and maintain up-to-date billing documentation.
- Maintain media billing documentation, including flowchart changes, ATBs and insertion orders.
- Stay abreast of media trends and reports on digital platform changes and regulations.

QUALIFICATIONS

Required

- Bachelor's degree in marketing or advertising
- Previous experience in marketing/advertising, preferably with an advertising agency in the media planning/buying function
- Experience with digital platforms such as: Google Ads, Google Analytics, Facebook Business Manager, Datorama or Tableau, Google Ad Studio, etc.



Preferred

- 5-7 years of experience in media
- Experience with media tools such as, but not limited to MRI, Nielsen, Strata, Scarborough, Telmar, Simmons and Kantar
- Knowledge of general media concepts, keywords, procedures and strategies
- Experience with both B2C and B2B clients a plus

BENEFITS

This is a full-time position that comes with a full complement of benefits including health insurance, 401(k) and paid vacation and sick leave. ZLR Ignition is a hybrid culture, with three in-person days and two remote days in our weekly schedule.

TO APPLY

Send a resume and cover letter to Jess Kennedy at jkennedy@zlrignition.com.