

## Job Details

<b>Job Title</b>	Digital Media Manager	<b>Line Manager(s)</b>	Hannah Jones, Digital Account Director
<b>Package</b>	Excellent salary DOE, plus contributory pension and other benefits		
<b>Department</b>	Digital		
<b>Location</b>	Manchester		
<b>Hours</b>	37.5 per week	<b>Permanent or Fixed Term</b>	Permanent (6-month probationary period)

## Job Purpose

As a Digital Media Manager at Republic of Media your job will be to plan, implement, manage and report on digital media campaigns for a variety of clients. Working in the digital team alongside communications planners and trading specialists, you'll be dealing directly with clients and new business prospects. The right candidate will progress rapidly as the Digital team in Manchester grows and digital activity plays an increasingly important role in the media mix.

## Job Description

The role will require significant skills in campaign planning, ad-serving & tracking as well as the reporting and analysis of digital display, video and social campaigns – and beyond. The candidate will liaise with clients and account teams to create and manage campaigns and optimise them on a daily basis to achieve the best results for our clients. Technical set-up of campaigns and negotiation of digital buys will also be a key part of the role.

## Required Competencies

<b>Required Competency</b>	<b>Our Expectation:</b>
<b>Communication</b>	<p>Accurate written and verbal communication is essential</p> <p>You'll also be able to deal with clients and new business prospects in a friendly, clear and effective manner</p> <p>Ability to build relationships and negotiate with media owners</p> <p>An absolute team player, comfortable working with internal and external stakeholders</p>
<b>Knowledge</b>	<p>Comprehensive knowledge of the digital landscape and the implications for advertisers</p> <p>Experience in analysing a brief, assessing what's required (and what crucial elements might be missing) and providing coherent rationale documents and digital media schedules to meet objectives in the brief</p> <p>Experience and competence with Campaign Manager (essential)</p> <p>Experience with Google Ads (essential)</p> <p>Experience with Google Analytics (essential)</p> <p>Experience with Google Tag Manager (essential)</p> <p>Experience in the planning, set-up and monitoring of social campaigns (essential)</p> <p>Experience preparing, checking and distributing digital reports</p> <p>A minimum of 3 years' experience in a digital role is required</p>

<b>General</b>	<p>A highly personable, numerate and detail focused individual, the candidate will be confident in producing digital media recommendations and will have experience with generating reports and analysing them to pull out key insights and optimisation opportunities to generate higher returns for the client</p> <p>A creative thinker who can deliver and communicate exciting and effective connected media plans for our clients</p> <p>You'll have a passion for digital and media in general</p> <p>You'll enjoy learning how to use systems and get the best out of them</p>
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### **Who are Republic of Media?**

We're Freethinkers – working with clients to deliver media effectiveness and manage transformation. Born in the digital age, we are the fastest growing media agency in the UK. With offices in both Manchester and Edinburgh. As a media agency with an emphasis on being truly independent, we specialise in communication planning, media buying, brand building, digital media and innovation. Contact us now with a covering letter and a copy of your CV if you wish to be considered for the above role. We guarantee a competitive salary, plus the challenge and excitement of joining a rapidly emerging agency.

### **COVID-19**

Due to the current global pandemic we are working both remotely and from our regularly sanitised COVID-19 compliant offices. As a team of dynamic practitioners, we have set ourselves up to work efficiently from home providing daily contact with team members. We speak openly and honestly to our team about their personal circumstances during the current pandemic. The ideal candidate would be able to work from our office in either Manchester or Edinburgh and from home.

An IPA (institute of practitioners in advertising) member agency, we have been trading for over 5 years and are one of the fastest growing media agencies in the UK. We guarantee a structured programme of personal development to enable you to develop a successful career in media, a competitive salary, plus the challenge and excitement of joining an ambitious, fast growing agency.

Closing date for applications: Sunday 15<sup>th</sup> November 2020

**Apply by sending a CV and covering letter to [hannahj@republicofmedia.co.uk](mailto:hannahj@republicofmedia.co.uk) & [simonw@republicofmedia.co.uk](mailto:simonw@republicofmedia.co.uk)**