

JOB DESCRIPTION

Role: Digital Account Manager	Department : Account Management
Reports To: Account Director/ Digital Director	

Position Summary:

The Digital Media Manager is responsible for managing online/digital operations for assigned accounts. Areas of focus will be managing brand and acquisition focused digital campaign and online advertising. The Manager is also responsible for manage account team for day-to-day management of the tactical plan and its proper implementation, working to implement the brand’s overall digital strategy and opportunities to deliver objective goal & KPI

Team Size: Oversee one or few executives.

Specific Responsibilities:

- Develop digital communication and efficiently implement all digital campaigns.
- Manage clients team’s expectations with regards to digital planning and execution.
- Negotiate and buy approved digital media plan programs.
- Able to synthesize various media statistics and information to develop recommendations and opinions in the area of emerging digital media.
- Think creatively to apply new technologies/platforms to drive client objectives.
- Spearheading development of new strategic and success metric platforms.
- Analyze program results and help translate information into observations/learning.
- Ensure digital campaign deliverables are met on time and within budget and align with clients’ objectives.
- Establish effective working relationships with all parties
- Oversee implementation of back end campaign tracking and analytics.
- Maintain an in-depth knowledge of the brand business with a focus on digital resolutions.
- Support team director in selling digital ideas and concepts across to clients.
- Keep abreast to the development and trends in the digital landscape.

Key Skill & Knowledge:

- Bachelor’s degree
- 3+ years experience Advertising & Digital field
- Knowledgeable about and experienced with the concepts, approaches and issues involved in digital ecosystem
- Familiar with the timelines, processes and needs of the implementation of all media
- Knowledgeable about new approaches to and developments in digital tactical planning (social and mobile included)
- Demonstrates critical thinking and problem solving
- Ability to work successfully with teams, handling multiple projects and meeting tight deadlines under pressure
- Strong Supervisory skills, demonstrated leadership skills
- Knowledge and use of various research systems
- Technical proficiency, particularly with media systems and MS Excel, Word and PowerPoint
- Understands what the client's business needs & client's strategic intent and the implications for building the client's business
- Influence in English skill