

Digital Media Specialist

Duties and Responsibilities:

- Analyze campaigns and recommend strategic and tactical changes to maximize campaign performance
- Plan, execute, and measure experiments and conversion tests
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple platforms
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Campaign set-up and execution, including generating and testing ad tags for campaign launches
- Work with creative team, and 3rd party ad servers in the campaign set-up, ad trafficking and monitoring of digital campaigns
- Complete quality assurance and testing of creative assets to ensure proper functionality across browsers
- Ensure ad creative adheres to technical specifications and troubleshoot creative issues that affect implementation, tracking and/or reporting
- Provide recommendations and solutions to quickly resolve technical issues
- Communicate with vendors to ensure the proper set-up and deployment of campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Use best practices to pace budget and optimize for performance where necessary
- Identify opportunities to implement solutions that increase effectiveness and efficiencies

Requirements

- 2-4 years' experience in digital trafficking
- Knowledge of all aspects of Digital Media, including Search, SEO, SMM, Mobile etc.
- Deep understanding of DoubleClick Campaign Manager (experience with other 3rd party ad servers a plus).
- Experience in setting up and optimising Google Adwords campaigns
- Knowledge of HTML, JavaScript, CSS, Web Analytics tracking and Viewability/Verification preferred.
- Strong technical and computer skills with a particular emphasis on Word, Excel and PowerPoint
- Superior attention to detail, organizational aptitude, and project management skills.
- Ability to communicate technical/product information to both a technical and non-technical audience.
- Capable of working well in a fast paced, deadline-oriented environment.

Language Requirements

- English
- Chinese is a definite asset

Please submit your resume/CV/portfolio to careers@balmoralmkt.com with subject “[Careers Social and Digital Media Manager]”