



Digital Media Specialist

Cross-device, cross-platform, cross-media—just reading those words gets your digital media planning heart beating a little faster. You're one part hard-core geek, one part psychologist, one part mad-genius strategist with a spicy sprinkle of data-crunching savvy. And whether it's the latest technology or rocking out Google Adwords, you're all over it. But it's human behaviour that really fascinates you: Why do more people click on the blue link than the green one? And why does that cat pushing the glass off the table have over 8 million views? You boil down all your insights to concoct innovative, boundary-blowing, multi-million-dollar strategies for your clients. And every detail matters right down to that final report. As for deadlines —pffft, please—you got this!

ROLES AND RESPONSIBILITIES

- Responsible for planning and executing media buys for existing clients focusing on digital media as it pertains to his/her account assignments
- Work with Account Service staff to evaluate client needs with regards to digital media
- Analyze market research and study demographic data of a wide range of digital media vehicles to determine the most effective approach to reach target audience
- Represent client and agency to the media community in a consistently respectful and professional manner
- Prepare digital media plan options, analysis and recommendations based on strategic direction provided
- Implement plan and maintain budget control throughout entire process
- Ensure all signed client authorizations and paperwork are in place for implementation
- Maintain tracking system and resolve billing discrepancies
- Be highly organized and effectively manage all the details associated with media campaigns

REQUIREMENTS

- Three years agency or client side experience in digital media planning, management and implementation
- Proven hands-on experience in Google Adwords (Ideally Google Adwords Certified)
- Experience in running self-served ad campaigns on such platforms as Facebook, Twitter and LinkedIn
- Proficient in Microsoft Excel for data manipulation, analysis and charting
- Capable of generating consistently accurate, useful reports as well as an enthusiasm for translating data into actionable insight relevant to marketing program objectives
- Attention to detail and time management to deliver high-quality work for multiple projects across several client engagements while meeting deadlines

This position may be located in our **Halifax, NS, or St. John's NL**, office and is being offered on a **permanent, full-time basis**. E-mail your application, stating the position title, to Human Resources at join-our-team@m5.ca by Friday, October 7, 2016. For further information on m5, please visit our web site at www.m5.ca.

m5 is an equal opportunity employer offering a competitive salary and an excellent benefits package.