

DIGITAL MARKETING EXECUTIVE

WHO WE ARE?

Neukleos is not your typical agency. We are a full service digital agency who love and produce brilliant digital work. We are the anti-default agency for marketing, digital and creative brand expressions. Design thinking is at the heart of our agency which simply means we utilize design principles to solve problems. Our fun culture, interesting team and passion for great work make us a great place to be every day.

We are looking to hire an experienced Digital Media and Marketing Executive with extensive knowledge of digital marketing, media planning, buying and optimization who embraces technology easily and is able to create exciting campaigns that help our clients get best value on digital.

THE ROLE

This role involves a high level of understanding and involvement in digital strategy & execution, content strategy/planning/management, business management, commercial acumen, team leadership, digital media planning and buying (including performance marketing), and brand communications strategy.

You must have a robust generalist's understanding of traditional and digital marketing best practices. You must also have some knowledge of how businesses work. You need to have a solid foundation in digital marketing as a whole, with the understanding that everything we do must influence or impact consumer behaviour enough to drive tangible results that meet our client's business objectives.

In the role, you will be required to think of digital media both strategically and exceptionally. Developing strong and innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic in our clients' pages and generate interest in our clients' products and services. Creating engaging digital campaigns while staying up-to-date on the latest marketing technologies and social media.

MAIN DUTIES

- Develop and execute digital campaigns for your assigned brands
- Perform monthly detailed desktop research into our clients, their brands, their category, and competitors across multiple markets.
- De-construct competitive best practices in digital marketing and create benchmarks – monthly.
- Conduct web asset audits to map a brand's web presence and assess the effectiveness of each asset – biannually.
- Work closely with the various specialists involved with the implementation and management of our digital strategies.
- Identify opportunities for clients to use digital technology to enhance their overall marketing mix: product, price, place, or promotion.
- Ensure commercial growth of assigned brands to meet set targets.
- Social brand planning, execution evaluation and analytics.
- Development of social calendars and media plans as required.
- Expand the impact/role of content and creative communications in the client's marketing mix as appropriate.
- Ensure all communication is in line with brand guidelines and audience understanding.
- With the use of media research tools, develop and execute sound, well thought out media plans based on client marketing direction.
- Develop digital campaign strategies for pitches and presentations.
- Ensure defined campaign objectives are met in accordance with client briefs and campaign budgets
- Develop media plans providing strategic thinking behind ad placement, rates and response projections of the campaign
- Negotiate and buy media as per the media plan
- Work with third party ad serving tools to traffic the campaign for launch
- Manage the launch of campaigns delivering launch report to clients
- Manage administrative duties including preparing and collecting insertion orders for every media buy.
- Monitor live campaigns to identify any issues and optimization steps.
- Complete post campaign reports and case study analysis
- Compile all key delivery information to ensure proper reconciliation of delivered activity and booked activity for invoicing purposes.
- Coordinate and guide assigned team members on digital media strategies, tips and campaign delivery excellence.
- Explore media alternatives and be creative in recommending media solutions.
- Be accurate to instill/maintain client confidence in Neukleos' competence.
- Grow our business with the client by spotting and pursuing new opportunities for our service expansion.

- Be front and center on project management requirements for all campaigns, activities and engagements with the client.
- Coordinate all account executives and studios to achieve prompt and excellent results at all times.
- Provide periodic digital and business reports for assigned brands.
- Must be at all times alert to new media and new methods of using existing media and innovative solutions to deliver objectives.