

Digital Planner

Location: Bryanston, Johannesburg

Job level: Medium

Type: Permanent

Education: Degree or equivalent

Job Description

The digital planner will be responsible for ensuring the success of digital media planning functions within the agency and implementing the digital strategies.

Tasks and responsibilities

Implement digital media plans based on planning processes, policies and procedures as part of the media planning team:

- Develop and present digital media plans that maximize ROI for our clients.
- Foster strong relationships with client and partner agencies
- Build relationships with publishers/media owners - remain up to date of latest offerings, ad formats, innovations etc.
- Ensure the media budget is efficiently and effectively optimized, ensuring timely delivery of campaigns against campaign objectives, budget and KPI's
- Identify the right audiences and channels for a campaign
- Keep abreast of competitor activity/new market communication.
- Completion of all monthly and campaign reporting.
- Liaising and driving third party agencies to ensure timeous submission of reporting to clients.
- Ensuring necessary reports are complete, checked and approved before being sent to the client.

Skills

- Must have agency experience in a digital planner role
- Minimum five years' experience in a digital media planning role
- Strong understanding and knowledge of all digital marketing channels, ad technologies and cross-media solutions including but not limited to Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, Community media, Booked media, Programmatic media, tracking, measurement and reporting.
- Strong understanding of and implementation of insights tools – Meltwater, Facebook Insights, Google Analytics.
- Ability to solve problems and be solutions driven
- Strong use of MS Suite – PowerPoint, Excel and Word

Education and experience:

- Three-year diploma or degree in marketing, communications, advertising/media management or equivalent
- At least five years' TTL experience within a media, digital advertising agency or media owner
- Google and Facebook Certification
- Understanding of community media.
- Experience in Government client is advantageous.

Key qualities:

- Good communication skills
- Positive, friendly, and approachable
- Open minded and willing to learn
- Ability to work well within a team, but also able to work independently and prioritize multiple work streams
- Work well under pressure
- Excellent attention to detail and accuracy
- Well-presented and professional

Interested in joining our small boutique media agency? Submit a concise CV to the following email addresses: info@mediamix360.com and hr@mediamix360.com. Only shortlisted candidates will be contacted. Should you not hear from us within 10 working days after submitting your application, kindly consider your application as unsuccessful.