

WE ARE HIRING!

Digital Media Buyer

(Thai Citizen Only)

THE MARKETING CLUB is a start-up online advertising agency specializing in quality lead generation. We are a small team of professionals with wide experience in digital marketing, data acquisition, and conversion techniques. We regularly work with a network of specialists who give us vast reach, without the bureaucracy found in larger agencies. We are offering a unique approach with huge potentials and proven results in Asia and in the rest of the world.

Job Brief:

Do you want to work in a fun, smart, and energetic environment where you will be challenged, rewarded AND inspired? Come work with a start-up agency making a real difference in how top brands run their businesses.

The Digital Media Buyer/Optimizer will be responsible running and optimizing lead generation campaigns of our clients. He/she will develop impactful & optimum ROI media plan to achieve internal objectives and client's KPI, as well as do campaign analysis. He/she is expected to have a good understanding of digital media and performance channels such as Search, FB and GDN, and good analytical skills combined with campaign execution, optimization and reporting experience.

Responsibility:

- Perform pre-campaign research and gather statistics, audience measurement reports to guide buying process;
- Development and management of effective integrated media buys;
- Analyze web metrics, generate campaign effectiveness reports, and recommend optimizations when appropriate to improve media performance;
- Participate in development and optimization of lead generation landing pages to improve conversion rate;
- Responsible for digital media buying activities. Knowledge in traditional media buying such as Google AdWords, Facebook and eventually Instagram;
- Provides support and assists in quotations, budget forecasting, and planning for digital.

Requirements

- Bachelor's Degree or higher in related fields;
- 3-5 years as media buyer or Web/IT/Media industry, preferably for a digital agency or advertising network;
- Excellent understanding of online media planning, implementation, and optimization;
- Experienced and knowledge of digital planning tool, industry standard, ad serving platform, social media and others;
- Strong Microsoft Excel and PowerPoint skills;
- Ability to manage multiple campaigns simultaneously and interact with multiple internal teams;
- Strong mathematical and analytical skills. Have commercial/budget awareness;
- Well-organized with a details-oriented approach; Proactive, detail-oriented and multi tasker;
- Have a strong knowledge of Digital Strategy and an appropriate level of technical competence and ability (preferably knowledge of website building and banner design);
- Deep understanding of Google Analytics or similar web analytics tools;
- Good English verbal and written communication skills (other Asian languages are a plus);

What we offer

We offer a fun and supportive work environment and are willing to assist in developing your skills and abilities to further your career opportunities.

- Competitive salary;
- Exciting start-up work environment, dynamic team with flat hierarchies;
- Open discussions and new ideas are highly encouraged;
- Great career mobility and personal growth potential.



The **Marketing Club**

Did you get a smile while reading this and do you think you have what it takes?
Drop us a line with a copy of your CV at hr@themarketingclub.co