

WE ARE HIRING!

Junior Digital Media Buyer/Optimizer (Internship)

THE MARKETING CLUB is an online marketing agency specializing in performance marketing and more specifically in lead generation and affiliate marketing. We're an international team of professionals with a broad experience in digital marketing, media buying, data acquisition, and conversion techniques. We regularly work with a network of specialists who give us a 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 Junior Digital Media Buyer/Optimizer will be responsible for running and optimizing lead generation campaigns of our clients. He/she assist in creating and developing optimum ROI media plan to achieve internal objectives and client's KPI, as well as do campaign creation and analysis. He/she is expected to have a general understanding of digital marketing and will learn advanced techniques of media planning and performance marketing, becoming an expert in campaign creation and media buying in Native, Search, FB and GDN. He/she will also gain analytical skills combined with campaign execution, optimization, and reporting. During your internship, you will be supported by other team members and receive extensive training and guidance. We might be able to offer a full-time position at the end of the internship.

Responsibilities

- Design and implementing landing pages;
- Helping in performing pre-campaign research and gathering statistics, audience measurement reports to guide the 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 the 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 Ads, Facebook, and other DSPs;
- Provides support and assists in quotations, budget forecasting, and planning for digital media campaigns.

The Candidate

We are looking for a passionate and driven candidate with a vivid interest in digital marketing and highly eager to succeed. This role is ideal for a candidate who enjoys the natural challenges and creating and executing new projects. A detail-oriented and adaptable person, who wants to challenge himself/herself, an individual with a desire to succeed and constantly learn new things will do extremely well.

Requirements

- Completed or in completion of a Bachelor's Degree in related fields;
- General understanding and genuine interest in online marketing;
- Proactive and detail-oriented;
- Good mathematical and analytical skills. Have commercial/budget awareness;
- An appropriate level of technical competence and ability;
- Preferably knowledge of website building and banner design (HTML, CSS, Photoshop, etc.);
- Good English verbal and written communication skills.

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 reimbursement;
Cool office in the heart of Thong Lor;
International team (about 10 different nationalities);
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; Flexible working schedule.

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



The **Marketing Club**