

Digital Account Executive

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Company: Starcom

Location: Sydney

Category: other-general

Company Description

Digital Account Executive

As part of the HX Partnerships team, the Digital Account Executive delivers best in class implementation of our Precision Media campaigns within the HX Teams. As a valued member of the team, the Precision Executive is responsible for driving and enhancing our agency culture of Never Standing Still.

What we can offer you:

An inclusive and fun workplace where the alchemy of people and technology creates experiences people love and actions brands needs

The opportunity to experience another world, learn a skill or do something you are passionate about outside of media through our annual Human Experience Day

Flexible working – the ability to mould the way you want to work to fit your lifestyle

A constantly evolving and personalised Learning and Development programme tailored to the training you need to drive your career development

Local and Global Mobility – transferring to any agency within Publicis Groupe in Australia and internationally

An onboarding program that commences from the point of you accepting our offer and shares everything that you need to know about Starcom and sets you up to achieve success throughout your first 6 months

Progressive parental leave initiatives

Wellbeing initiatives that support your 'Wholeself' – mental health initiatives which include a Publicis-wide shut down in October each year to mark World Mental Health Day. We also have massages, flu shots, free breakfast and fruit and access to our Employee Assistance Programx

What you will do with us:

Deliver best in class implementation of our Digital Media campaigns within the HX team(s)

Input into planning including provision of relevant data and recommendations around digital activity and tactics

Proactively source audience data to inform broader planning collaboration with the wider investment team

Assist in the development of insights for reporting, laddering up to the business and human outcomes

Support Digital Managers and Directors across the team to deliver client deliverables

What you will bring:

Minimum 1-2 years experience across at least 1 digital channel (programmatic, social)

Intermediate knowledge across display/social/mobile/video and search platforms

Demonstrable knowledge of Social & Programmatic bid management tools e.g. DV360, Meta, Trade Desk, TikTok

Knowledge of Aderving, campaign management and other industry platforms is desirable (Flashtalking, Sizmek, IAS, MOAT, Nielsen DAR)

Proven ability and demonstrating of exceeding campaign objectives

Attention to detail that is second to none

Able to provide solutions and think outside of the box

A collaborative team member who thrives in working with others

A true professional with strong time management and the ability to juggle multiple priorities

Strong organisation skills with a love for being one step ahead

Has a curious nature with a willingness for continuous learning and fearless growth

We recognise balance and difference is important in all business. We encourage you, whatever your background, gender, religion or sexual orientation to apply. If you need other considerations or adjustments, please highlight in your application and our Recruiter will be in touch.

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