

## Digital Advertising Specialist

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Company: Talent Web

Location: Melbourne

Category: other-general

Our Client is a dynamic and forward-thinking media business that thrives on innovation and collaboration. The team is passionate about delivering exceptional results and pushing the boundaries of digital marketing. The company is currently seeking a Senior Digital Executive an A-Player with Programmatic, Google ads and Paid Social experience to join the team and take support on one of their biggest clients, and one other. They are a B Corp Certified business too!

### What's in it for you?

Opportunity to work in an environment where purpose is the foundation of everything they do

Be part of an organisation organisation that is constantly growing with unlimited opportunities to advance your career.

Individual learning and development budget that is assigned to every team member to enhance their skills on a quarterly basis.

Hybrid & flexible working hours.

Inclusive and collaborative company culture.

Become involved in volunteering and charity initiatives

Salary is flexible for the right candidate between \$75,000 - \$85,000 so please highlight your requirements with your application.

**Job Description:** As the Senior Digital Executive the chosen candidate will be a driving force behind the success of digital campaigns. They will take on a pivotal role in day-to-day implementation and strategic planning, working closely external teams to achieve outstanding results. The role will involve a mix of strategy, implementation, and external stakeholder management, making it ideal for a digital enthusiast who excels at multitasking and client collaboration.

**Key Responsibilities:**

day-to-day implementation of programmatic (Trade Desk and DV360) and Paid Social (Meta, TikTok) campaigns

Collaborate with stakeholders to understand their goals and craft effective digital strategies that align with their objectives.

Act as a point of contact for external stakeholders, leading discussions about digital performance in clear and simple terms.

Utilize project management skills to ensure campaigns are executed on time and within budget.

Stay up-to-date with industry trends and tools, sharing insights and innovative ideas with the team and beyond

**Qualifications and Skills:**

Proven experience (3+ years) in digital marketing with a focus on Google Ads and Paid Social and Programmatic Campaigns

Advanced excel, data visualisation, charting and analysis skills

Exceptional communication abilities,

A willingness to learn.

Strong organisational skills

Passion for staying ahead of the digital curve and exploring new technologies.

Collaborative mindset, comfortable working in a team and client-oriented environment.

**How to Apply** If you are a digital unicorn who loves the thrill of strategy, implementation, and collaboration, we want to speak to you! Interested individuals should submit their resume here or if you would like to schedule a chat for more information please email me at [natalia.sawran@talentweb.com.au](mailto:natalia.sawran@talentweb.com.au)

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