

Digital Executive

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Company: Spark Foundry

Location: Australia

Category: other-general

WHAT BENEFITS DOES SPARK OFFER? Be a part of the Publicis Groupe family, one of the world's most progressive and dynamic modern communications businesses, enjoying all the perks that come with our network offering: A comprehensive Wholeself program supporting Physical, Mindful and Financial wellbeing A creative, fun and rewarding office environment backed up by our Publicis Liberté flexibility approach "working your way, with us!" Access to our Global AI Platform, Marcel, connecting Publicis Groupe employees with opportunities for career mobility and collaboration across our global network Extensive Learning & Development opportunities, including more than 15,000 learning programs via our online learning platform Marcel Classes A culture of open feedback and support to reach your goals through our Career Conversations program A committed Diversity, Equality and Inclusion strategy driven through our Viva! Women, Égalité, enABLE and Embrace (reconciliation action plan) programs Work Your World program enabling employees the flexibility to work from anywhere in the world for up to 6 weeks per year Parental leave policy with up to 18 weeks paid primary carer leave and generous secondary carer benefits Access to counsellors, psychologists and professionals through Sonder - an all-in-on digital wellbeing technology platform designed to support psychological, medical & safety needs OUR VISION Spark Foundry. Famously Effective. Not one or the other, both. The thrill of the idea made better still by the pride of watching it work. A magnetic combination. Attracting clients that become advocates and talent, driven to deliver. Award winning and business changing. But a vision cannot be realized without the right ingredients. OUR VALUES Allsorts – We believe it takes Allsorts to get magical work. Diverse thinkers and diverse thinking.

In what we do and who we are. Art and Evidence – Great ideas are only great ideas if they work. We believe it takes both Art and Evidence to thrive in the industry today. It's one thing to dream it but another to prove it and it's only great if you can do both. Royalty Makes Loyalty – There is a return on treating clients and partners like royalty. Nurturing clients' businesses, listening to their needs and delivering excellence at every step allows us to build lasting and rewarding relationships. Good Humans - Decency in everything we do. Be a Good Human, Always. No matter who you are or who you think you are. ROLE

PURPOSE The Digital Executive is responsible for ensuring that clients' investment delivers against their business objectives whilst also building strong relationships with them. The Digital Executive works closely with their Managers and Directors to ensure best in class Paid Search and Paid Social solutions are delivered to clients.

KEY RESPONSIBILITIES

Campaign Implementation Reviewing and responding to client briefs. Ensuring smooth implementation and delivery of Google and Facebook campaigns. Full responsibility for the accuracy of reporting, with the development of clear insights, ensuring the client has a clear understanding of the impact of their investment on their business.

Client Focused Focused on building strong professional relationship with clients.

Team & Communication Developing strong working relationships with their: Digital Activation team and wider agency, building your personal brand within the agency. Managers & Directors: ability to manage upwards when required. Internal client teams: effectively supporting them and managing expectations. Excellent communication skills with close monitoring & escalation of issues in a timely manner.

Administration Reconciles budgets and executes any changes that may be required. Forecasts spend and revenue, flagging any potential over servicing/under servicing with Director.

YOUR SKILLS & WORK EXPERIENCE Minimum 1-2 years experience in a digital media role. Excellent understanding and working knowledge of Search Engine and Social Media marketing, backed by relevant experience. Preferably a University degree or higher education qualifications. Expert understanding and working knowledge of Australian media landscape. Expert across the following Office platforms: Word, PowerPoint and Excel. Excellent ability to analyse and manipulate data, extracting insights for reporting.

WHAT WE'RE LOOKING FOR Develops professional relationships with internal teams, media partners & clients. A team player that is inspiring, collaborative and enjoys mentoring, training and motivating their team as well as managing upwards. Confident and engaging interpersonal, presentation and communication skills, able to guide and influence key stakeholders. Strong organisational skills with the ability to juggle multiple priorities. Attention to detail that is

second to none. Has a curious nature with a willingness for continuous learning, keeping up to date with industry updates, new betas and brings testing ideas to clients. WHAT DOES LIFE AT SPARK LOOK LIKE? We offer progressive flexible working options to everyone at all levels – It's not a policy. It's behaviour led and reinforced through our values. Mental health and wellbeing is something we take seriously – It's championed by our own people internally and is a regular conversation. We have a lot of fun – Even in this virtual world, we are constantly looking at reinventing how we connect with each other. Spark Foundry, as a part of Publicis Groupe believes that to deliver the best solutions to our clients, our people need to reflect the diverse communities in which our clients operate. We value diversity and the skills, knowledge and experience that difference brings to our culture and solutions. We encourage applications from Indigenous Australians, people with disability, people from diverse cultural and linguistic backgrounds, mature age workers, and lesbian, gay, bisexual, transgender and intersex (LGBTI) people.

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