

## Digital Manager Full-time

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Company: Starcom

Location: Pyrmont

Category: other-general

### Job Description

#### Perks

An inclusive and fun workplace where the alchemy of people and technology creates experiences people love and actions brand's 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 Program.

## **The Role**

As part of the HX Partnerships team, the Digital Manager is responsible for managing the digital performance business within our individual HX Planning and Activation teams and driving best-in-class implementation. As a valued member of the team, the Digital Manager is responsible for driving and enhancing our agency culture of Never Standing Still.

You will be an expert in social and programmatic digital and have 3-5 years of experience. If you are an established senior executive ready to take the next step up then we are ready to support you. This role involves knowledge of media planning, buying, optimisation & reporting across platforms such as Meta, TikTok, YouTube, The Trade Desk.

You will work across a client portfolio made up of some of Australia's most loved consumer products, responsible for the digital leadership and success of digital campaigns across social and video digital campaigns. You will support the digital director in digital Test & Learns and will mentor a digital executive, supporting in the planning, execution, and reporting of digital campaigns ensure you achieve digital KPI's. You will work with the planning & activation team to elevate client service across all touchpoints.

Manage the digital performance business within the individual Starcom client team

Provide client leadership on digital performance strategy, partnerships, and tech opportunities & leadership of Test & Learns

Develop and grow relationships with clients and client teams through digital performance excellence

Work cohesively as HX Partnerships for integrated media solutions for clients

Meet or surpass client digital performance targets and mentor Digital executives, ensuring their career growth

## **Qualifications**

A minimum of 3-5 years' experience across social & or programmatic

Proven ability and demonstration of exceeding client and campaign objectives

Thorough understanding & trading experience across social/mobile/video/programmatic platforms such as e.g. DV360, Trade Desk, Meta, Tiktok, Pinterest.

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

Performance media team management experience

Familiar with the digital media landscape with experience working across a number ad technology, data, and media partners

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. We are committed to providing reasonable adjustments for employees with disabilities and for candidates in our application process. If you need assistance or adjustment due to a disability, please contact us.

### **Job Location**

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