

## Paid Media Manager (Programmatic & Social Advertising)

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Company: LION Digital

Location: Sydney

Category: arts-design-entertainment-sports-and-media

### JOB DESCRIPTION

The Paid Media Manager (Programmatic & Social Advertising) plays a key role across the strategic development and execution of paid advertising campaigns for our clients. This role focuses on campaign development in line with client business objectives and ROI.

Collaboration with cross-functional teams and working towards overarching business goals is key to the success of this role.

Ideally you possess strong knowledge and experience across the following areas;

- Strong experience working with programmatic and social platforms with a robust perspective on how to drive results for brands.

- Programmatic knowledge from a buy and sell side with ad tech awareness and hands on experience

- Working with teams and other departments - Technology, Search, Content and Client Leadership

### REQUIREMENTS:

- Minimum of 5 years experience in performance marketing, managing budgets \$20k - \$100k+ per month (ideally experience in ecommerce, SaaS or Marketplaces).

- Required knowledge and hands-on experience with the Google Marketing Platform, including Display & Video 360 (DV360), and Google Tag Manager (GTM).

Proficiency in programmatic and social platforms, such as Meta (Facebook and Instagram), TikTok, Amazon and other niche and emerging platforms that provide access to inventory of interest for brands.

Experience with DOOH & CTV led approach would be highly regarded.

Strong communication and interpersonal skills for effective cross-team collaboration.

A creative and results-oriented mindset, with a track record of tackling marketing challenges successfully.

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