



Job Posting Request Form

Company Name

Media Place Partners

Position Title

Digital Team Member

Job Description

Media Place Partners – Digital Team Member

Media Place Partners is an independent media firm located in Grand Rapids, Michigan. We provide advertising and media services with expertise across both digital and traditional channels.

We are looking for an energetic professional to work within the Digital department. This role includes both internal and external advertiser responsibilities, such as: Campaign planning, campaign deployment, creative loading, pixel creation, screenshot creation, traffic monitoring, sales reporting and much more.

The ideal candidate will have experience in digital advertising, the ability to learn and adapt quickly, and meticulously attention to detail.

Responsibilities:

- Client and campaign management
- Traffic direct campaigns across multiple digital platforms according to client objectives
- Work closely with the account management, sales, and strategy team to build proposals, implement custom campaigns and optimization strategies
- Provide outstanding customer and account support, both internally and externally
- Provide regular reports and insights into the performance of campaigns and ad sources for each of our ad channels
- Creative review, uploads, and modifications
- Have a keen eye for ad quality and user experience
- Data mining and analysis for buying plans

Requirements:

- Bachelor's Degree required preferable in Business, Advertising, Communications, or related

fields

- Experience in customer service, client management or sales
- Proven track record of success in previous work experiences
- Ability to effectively operate with high energy and flexibility in a fast-paced, constantly evolving team environment
- Ability to review, compile, and analyze data and information from multiple sources
- Excellent oral and written communication skills
- Passion for learning and creative problem-solving
- Strong computer applications skills
- Quick learner, self-starter, works well both independently and within a team
- Proficiency in Microsoft Excel is a plus
- Experience with online advertising, ad serving technologies, and managing online advertising campaigns or advertising related course work is a plus.

Preferred Qualifications:

- Experience with Google advertising products – Google Ads (Search and Display, Google Tag Manager and Google Analytics)
- Experience with Facebook Business Manager
- Client management experience

Please send cover letter and resume to careers@mediaplacepartners.com
Please no phone calls.

Contact Name

Sarah Liscombe

Contact Phone Number

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Contact Email

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What type of job is this?

Full Time

Position Opening Date

Tuesday, November 10, 2020

Position Closing Date

Sunday, January 31, 2021

PDF attachment of job details



Job Posting - Digital Team Member.docx