

Job Description

Who we are

Based in Central London, Dewynters is a fully integrated agency, specialising in entertainment, arts and ticketed events. Key accounts within the agency include The Book of Mormon, Les Misérables, The Phantom of the Opera, Royal Shakespeare Company, ATP Tennis and Love Supreme Music Festival to name a few.

Dewynters is driven by creativity, passion and innovation and always understands the importance of getting the very best results for our clients.

Your role

Digital Media Manager

The role reports to the Digital Account Director and will be responsible for managing a number of accounts, including a combination of musicals, plays and other events/projects. This will involve everything from working with clients at the campaign's inception all the way through to end-of-campaign analysis and strategy reviews.

Campaigns range in budget size and length, with elements of both performance and branding activity, dependent on goals and objectives decided at the campaign's inception.

As Dewynters is a fully integrated agency, the candidate will be involved in many different aspects of the campaign, from working with the creative studio through to building cross-channel strategies with offline media, partnerships and promotional marketing.

The candidate will have a certain level of autonomy on their accounts, and will be the main point of contact for clients over all matters in digital media. The role will also involve helping with new business and driving the team's digital media solutions forward.

The ideal candidate will have experience in planning, buying, reporting and managing all aspects of a digital media campaign. Furthermore, they should be comfortable speaking about all aspects of digital marketing and must have client-facing experience.

Your responsibilities

As Digital Media Manager you will be responsible for:

- Management of a number of accounts including musicals, plays and other events/projects
- Planning, buying and strategic development of digital marketing campaigns
- Working in collaboration with members of the relevant account teams and production departments both internally and externally
- Being continually proactive on campaigns, developing initiatives and looking to implement interesting and innovative strategies
- Developing and maintaining relationships with key media owners
- Putting digital reports together and presenting insights to clients
- Budget management, including invoicing and billing

- Managing self-serve and internal marketing tools
- Working closely with clients to manage all digital activity
- New business activity
- Knowledge sharing amongst the agency

Your skills and qualifications

You should have the following experience:

- Proven digital marketing experience, including integrated campaign planning, strategy and budgeting
- Online media planning, buying and reporting, ideally in an agency environment
- Experience in tracking / trafficking for multiple clients
- Knowledge of ad-serving tools
- Good knowledge of emerging trends within the digital marketing field, including different programmatic solutions and strategies
- Excellent project management and organisational skills
- Confident and resourceful, with experience in presenting to clients
- Meticulous attention to detail, the ability to show initiative, enthusiasm and good communication skills (verbal and written)
- A team player, with the ability to work under pressure and to strict deadlines, in a busy and constantly changing environment - whilst delivering a highly professional service
- Excellent knowledge of Microsoft Office, especially Excel
- Advantageous to have experience in; DR based activity / reporting and tracking to ROI / entertainment and theatre industry

Please note that although candidates do not need a passion for arts or entertainment, there are lots of benefits if they do, including tickets for friends and families and the opportunity to work with passionate clients who love what they do.

What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 20 days holiday rising to 25 days holiday (plus an additional three days for the Christmas shut - down)
- Flexible work days
- Permanent health insurance
- Career development and training
- Enhanced maternity and paternity package
- Life cover
- Season ticket loan
- Ride to work scheme
- Childcare vouchers
- Champagne and sabbaticals for long serving team members
- Christmas and summer parties
- Complimentary massages
- Complimentary fruit
- Friday afternoon wind-down drinks
- Complimentary theatre/entertainment tickets