

## Digital Media Manager

Dewynters is a full-service Advertising/Marketing and Creative agency. Our clients' world-class brands bring people together – at the theatre, concerts, exhibitions, and sporting events. After a year like no other, we are rising to the challenge of reconnecting audiences to the bursting world of live entertainment.

Our campaigns entertain and engage ticket buyers through innovative, data-driven creative storytelling and this is your perfect chance to expand your horizons and play an important role in shaping the future marketing of some of the best live entertainment brands in the world.

The Digital Media Manager role requires a digital professional with proven experience in all areas of Display and Programmatic advertising. Paid Social advertising experience is a bonus but not essential.

The role will require someone to lead all campaigns across Display and Programmatic media, developing the strategy, reporting framework, and delivering substantial growth with cost-effective campaigns.

## The Role

- Responsible for all activity across Display, Programmatic and Direct buys, working with other group companies to deliver, from set-up to optimisation and reporting.
- Leading innovation in programmatic & display – being aware of all opportunities in the market and applying where appropriate.
- Provide regular updates to senior management and account managers on client results and changes to strategy.
- Work with the creative teams to design and deliver creative assets to optimize marketing opportunities.
- Working collaboratively with other digital teams, aligning digital planning with traditional media channels.
- Applying insight from digital performance as well as behavioural insight to optimise campaigns towards client objectives.
- Budget management - from channel optimisation, laydowns, planning, and delivery to reporting.
- Maintain and develop relationships with display media partners and 3rd party tech providers.

## About You

- Strong experience running and optimizing successful Programmatic and Display Media campaigns in a competitive sector.
- Exceptional understanding of Digital ad technology with knowledge of multiple media buying platforms
- Technically and analytically minded, you can solve problems and autonomously create solutions.
- Outstanding verbal and written communication skills, preferably with client-facing experience.
- A thorough understanding of campaign implementation and experience of managing the process, including tracking / trafficking.
- Excellent project management and organisational skills.
- Confident and resourceful, able to work with autonomy over the business you work on, but the pressure to perform will reflect this.
- A team player, with the ability to work under pressure and to strict deadlines, in a busy and constantly changing environment.

## What can we offer you?

- 20 days holiday rising to 25 days holiday
- Flexible working
- Private health insurance
- Career development and training opportunities
- Enhanced Maternity and Paternity package
- Life Assurance
- Season ticket Loan

- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets