

Job Description
Assistant Manager - Media Team

Key Requirements:

- Bachelor's degree in related field or any field.
- Proficiency in using digital marketing tools and platforms.
- Strong understanding of SEM, social media advertising, and email marketing.
- Experience with web analytics tools such as Google Analytics.
- Excellent written and verbal communication skills.
- Strong analytical and problem-solving abilities.
- Ability to think strategically and develop innovative media campaigns.
- Proven track record of managing successful media campaigns.

Key Responsibilities:

- Manage multiple clients, serving as the main point of contact for their queries and requirements.
- Ensure seamless communication, resolving 1st level escalations promptly to maintain client satisfaction.
- Present media strategy plans and comprehensive reports to clients.
- Conduct thorough research on assigned brands and competitors, staying updated on industry trends and innovations.
- Collaborate with the team to develop creative ideas and strategies for ongoing and future campaigns.
- Develop and execute effective media plans, working towards achieving clients' business goals.
- Collaborate with cross-functional teams to maintain brand consistency across all digital channels.
- Analyze website and social media performance data, providing valuable insights and actionable recommendations.
- Track and report on key performance indicators (KPIs) for digital media campaigns.
- Coordinate with vendors for project assignments, ensuring timely and efficient delivery of services
- Ensure internal processes are diligently followed to streamline operations and maintain quality standards.
- Foster a collaborative work environment by mentoring and coaching team members to enhance their performance.
- Utilize knowledge of programmatic campaigns to enhance media strategies and campaign effectiveness.
- Conduct thorough competitor analysis and market research to identify growth opportunities and stay ahead of trends.
- Oversee and review end-to-end team deliverables, ensuring adherence to timelines and quality standards.
- Provide constructive feedback and recommendations to optimize media campaigns.