

Job description – DIGITAL PERFORMANCE MANAGER

Mediaplus is looking for a Digital Performance Manager to join his thriving team in Brussels.

Your role as Digital Performance Manager is to be the day-to-day steward for all assigned clients, including accurate budget control and flow of performance media activity. The Digital Performance Manager is required to maintain a strong knowledge of his clients' business to deliver accordingly to their needs/objectives, but also needs to find new business opportunities within the client portfolio.

Main responsibilities:

- Develop the paid media strategy for lead generation to achieve revenue and pipeline goals.
- Research new technologies and keep the company at the forefront of digital marketing.
- Build a performance multi-channel approach to achieve client's business growth and revenue goals.
- Launch and optimize performance marketing campaigns across different platforms and channels (Paid Search, Display, Paid social)
- Maintain a data-first approach through continual experimentation and optimization to meet and exceed strong company goals (a/b testing, etc.)
- Gather and analyze appropriate research to provide sound and strategic consumer insight driven media recommendations together with the Digital Media Manager;
- Be proactive, have passion for improving client's business;
- Build trustworthy relationships internally, with agency partners and with clients and appropriately respond to client needs.

Desired Skills and Experience:

- 2-4 years of experience in paid search campaign management.
- Ability to analyze data from search engines, analytics packages, and internal data and make actionable decisions and recommendations
- Ability to influence and work cross-functionally across multiple internal teams
- Google Certifications
- Experience using Adwords, Power Editor. Experience with the DoubleClick suite would be ideal
- Makes convincing presentations, deals with client's questions, and demonstrates confidence in her/his knowledge;

- Is able to convincingly sell ideas to clients, services to prospective clients;
- A born team player with a passion for digital media;
- Eager to learn and to share knowledge;
- Fluent in English, native in Dutch and/or French.

Mediaplus:

The Mediaplus Group is the largest independent and partner- managed media agency in Germany, with offices in Munich, Hamburg, Cologne and Frankfurt as well as branches in Amsterdam, Vienna, Zurich, Brussels, Paris, Dubai and Milan. Mediaplus combines traditional media planning with expertise in digital media, geo-media, CRM, research and neuromarketing.

Ever since it was founded in 1983, Mediaplus has been consistently synonymous with innovative and creative media management, strategic media concepts, efficient media purchasing and a results-oriented approach involving professional market and media research, both nationally and internationally. The agency now has around 350 employees worldwide working on behalf of clients such as MediaMarkt, Miele, BMW, ... In Belgium we are very involved with our local clients, such as Torfs Schoenen, ZipCar, Weight Watchers, Bpost, Essent, Primagaz, Café Royal and many more...

We focus on three principles; relevance in terms of media usage, innovation in how we use data, and the most agile client centric approach an agency can offer. Upholding our guiding principle that Mediaplus in our small country is “The agile media partner” for all clients looking for GROWTH.

Please contact :

Digital Media Manager - Bernard Lantonnois: b.lantonnois@mediaplus.com