

Job description – DIGITAL MEDIA MANAGER

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

Based on the vision, mission and core values of Mediaplus, the Digital Media Manager is responsible for managing and coaching the digital media team on a day to day basis. He/She 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:

- Responsible for managing all digital media activities together with Digital Media Director.
- Oversee the day-to-day workflow, operations and strategy of the digital media campaigns and campaign managers.
- Control the launch, optimization and reporting of digital media campaigns across different platforms and channels (Paid Search, Display, Paid social)
- Build a performance multi-channel approach to achieve client's business growth and revenue goals.
- 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;
- Research new technologies and keep the company at the forefront of digital marketing.
- Build trustworthy relationships internally, with agency partners and with clients and appropriately respond to client needs.

Desired Skills and Experience:

- Experience in digital media management.
- Ability to analyse 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
- 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 and leader with a passion for digital media;
- Eager to learn and to share knowledge;
- Be proactive, have passion for improving client's business;

THE INNOVATION AGENCY FOR BRAND INDIVIDUAL MEDIA

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www.mediaplus.be | VAT BE 0452 904 084 | A company of Serviceplan Group

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- Build trustworthy relationships internally, with agency partners and with clients and appropriately respond to client needs.
- Fluent in English, native in Dutch and/or French.

Please contact: Bernard Lantonnois, Digital Media Director,
cv.benelux@serviceplan.com

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, Shell, Weight Watchers, Galbani, Federale Assurance, Argenta, Essent, 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.