

# MEDIAPLUS

## **Job description – DIGITAL CAMPAIGN MANAGER**

Mediaplus Belgium is looking for a Digital Campaign Manager to join her thriving team in Brussels.

The role of a Digital Campaign manager is to be the day-to-day partner for all assigned clients. The Digital Campaign 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 its client's portfolio.

### **Main responsibilities:**

- Gather and analyze appropriate research to provide sound and strategic consumer insight driven media recommendations
- Demonstrate strong understanding of media fundamentals, in all online disciplines;
- Ensure proper execution of media plans by monitoring buys/schedules;
- Be proactive, have passion for improving client's business;
- Build trustworthy relationships internally, with agency partners and with clients

### **Desired Skills and Experience :**

- Have previous experience in a similar position is essential for this role, minimum 2 years' experience as digital expert/digital account;
- Communicates effectively and persuasively, verbally and in writing;
- Makes convincing presentations, is able to engage audience, deals with questions, and demonstrates confidence in their knowledge;
- Can negotiate with clients and suppliers and has the ability to profitably manage budgets assigned to a project;
- Is able to convincingly sell ideas to clients, services to prospective clients;
- A born team player with a passion for media;
- Eager to learn and to share knowledge;
- Fluent in English, native in Dutch and/or French.

### **Mediaplus Group:**

The Mediaplus Group is Germany's largest independent, partner-managed media agency with offices in Munich and Hamburg as well as branches in Vienna, Zurich, Milan, Brussels, etc. The Group combines classical media planning with extensive knowhow from the areas of digital media, geomedia, CRM, research and neuromarketing. And that's why Mediaplus, founded in 1983, has consistently stood for innovative and creative media management, strategic media conception, efficient media buying and a target-oriented outlook thanks to professional market and media research – both on a national and international level. Today, the Brussels team of around 20 employees looks after clients such as LG, Zipcar, WW, Action, Essent, McArthurGlen, Torfs, Shell, Corendon, etc. Every year we reaffirm our commitment to be the "innovation agency for brand individual media".

Please contact : Digital Media Director- Bernard Lantonnois: [cv.benelux@serviceplan.com](mailto:cv.benelux@serviceplan.com)

**The innovation agency for brand individual media**

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