

WE ARE HIRING!

Digital Media Administrator job description

THE MARKETING CLUB is an online marketing agency specializing in quality lead generation. We are a small team of professionals with wide experience in digital marketing, data acquisition, and conversion techniques. We regularly work with a network of specialists who give us vast reach, without the bureaucracy found in larger agencies. We are offering a unique approach with huge potentials and proven results in Asia and in the rest of the world.

Job brief

Do you want to work in a fun, smart, and energetic environment where you will be challenged, rewarded AND inspired? Come work with a start-up agency making a real difference in how top brands run their businesses.

The Digital Media Administrator will be responsible for creating, running and optimizing affiliate marketing programs. He/she assist in creating and developing optimum ROI media plan to achieve internal objectives and client's KPI, as well as do campaign creation and analysis. He/she is expected to have a general understanding of digital marketing and basic knowledge of affiliate marketing techniques. He/she will also gain analytical skills combined with campaign execution, optimization and reporting. During your working period, you will be supported by other team members and receive an extensive training and guidance.

Responsibilities

- Setup WordPress sites and simple HTML landing pages (no programming skills needed);
- Add company details of e-commerce/niche websites to WordPress;
- Apply to affiliate programs and set up links;
- Get creative material to use in the web campaigns;
- Listing new websites in affiliate programs;
- Install new WordPress sites, templates and configurations with standard methodology in different countries and verticals;

General:

- Analyze web metrics, generate campaign effectiveness reports, and recommend optimizations when appropriate to improve media performance;
- Find and register to new affiliate programs;
- Update company details for all in affiliate programs;
- Keep track of payments and update reports.

Media buying:

- Development and management of effective integrated media buys;
- Add domains to media buying and PPV system;
- Link domain targets to affiliate links in PPV system;
- Create new campaigns in tracking system;
- Optimize traffic by correcting targets or pausing less performing campaigns;

The Candidate

We are looking for a passionate and driven candidate with a vivid interest in digital marketing and highly eager to succeed. This role is ideal for a young candidate who enjoys learning new things and does not get bored conducting repetitive tasks.

Requirements

- Completed or in completion of Bachelor's Degree in related fields;
- General understanding and genuine interest of online marketing;
- Proactive and detail-oriented;
- Good mathematical and analytical skills. Have commercial/budget awareness;
- Appropriate level of technical competence and ability;
- Preferably knowledge of website building and banner design (HTML, WordPress, CSS, Photoshop, MS Excel, etc.);
- Good English verbal and written communication skills.

What we offer

We offer a fun and supportive work environment and are willing to assist in developing your skills and abilities to further your career opportunities.

- Competitive reimbursement;
- Exciting start-up work environment, dynamic team with flat hierarchies;
- Open discussions and new ideas are highly encouraged;
- Great career mobility and personal growth potential;
- Flexible working schedule.

Did you get a smile while reading this and do you think you have what it takes?
Drop us a line with a copy of your CV at hr@themarketingclub.co



The Marketing Club