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recruitment@nerdw.com



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Nerdware is proud to be on the lookout for amazing talent to join our team!

About Nerdware

Nerdware is an award winning Digital Full Service Agency focused on Technology, Strategy, Design, PR, Media and Content.

"We develop digital experiences that transform brands and grow businesses."

Our mission is to empower our clients with the ability to learn more about, understand better and interact more efficiently with your customers and stakeholders using our holistic, multi-channel marketing platform which is equipped with a range of powerful and integrated tools.

About the role

The Digital Campaign Manager is responsible for planning, implementing, and reporting on integrated media campaigns, with focus on biddable media (Social, Search, Video, Programmatic) and working closely with the Account team on delivering an excellent client experience. The Digital Campaign Manager will be responsible for managing day to delivery of campaigns and contributing to profitable relationships with brand advertisers. This individual must have a strong understanding of Paid Search, Paid Social, relying on experience and judgement to plan and accomplish goals. A certain degree of creativity and latitude is required.

Responsibilities

- Completes QA and all production procedures accurately.
- Analyses performance metrics and proactively optimises campaigns to increase performance.
- Identifies trends in data to drive optimisation strategies.
- Manages campaign calendar, trafficking assets, screenshots, billing and related pre/post launch processes.
- Build, manage and optimise digital campaigns on major biddable platforms (Google, Facebook, LinkedIn).
- Work with 3rd party Programmatic partners to execute campaigns.



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- Strategise, execute and manage Digital Marketing activities of established global brands across multiple industries, with a focus on B2B technology.
- Manage and execute content syndication and demand generation campaigns.
- Closely monitor digital campaigns performance to ensure KPI and campaign objectives are met
- Assist all relevant teams in research and planning issues.
- Take ownership of researching all relevant information required for any campaign in order to understand the product/ service/ promotional offering you are marketing.
- Deal proactively with queries without delay to timelines, presenting solutions and adding value at all levels, only seeking advice from your line manager where necessary.
- Review and monitor client feedback (positive and negative) on a constant basis to ensure clients feel their needs are being met
- Accountable for complying with Client brand guidelines, international marketing and data standards and regulations
- Accountable for complying with all internal processes to ensure quality standards and client expectations are met

Media Finance Management:

- Maintain rigorous financial management of all accounts, providing accurate monthly forecasts and demonstrating full commercial control over all client accounts.
- Accountable for the team's monthly invoicing and forecasting in the campaign calendars to ensure that the team meets monthly billing targets.
- Provide excellent campaign management by proactively advising clients on media strategies, developing clear briefs that inspire media solutions that deliver results Support the Account team in preparing campaign proposals, identifying clear deliverables, accurate budgets, realistic timelines, with ROI measurement criteria.

Client Management:

- Attend client meetings or conference calls (sometimes after working hours) to take new campaign briefs, taking the lead role in meetings /calls to understand client requirements.



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- Develop and deliver successful media campaigns from brief through to ROI.
- Work with the team to nurture their performance, skills and personal development to ensure that all campaigns are executed flawlessly from briefing to post-campaign reports.
- Ensure they follow all internal processes and procedures correctly and consistently.

Skills, Competence and Experience:

- At least 4 years' experience in digital media planning
- Google AdWords and Analytics certifications.
- Facebook Blueprint certification
- Thinking digitally and differently, resolving problems and striving to provide clients with a remarkable experience.
- Passionate about marketing, with experience of marketing in the Tech sector is preferable.
- Experience with integrating a digital tech stack, including DMPs for clients.
- Knowledge of deploying marketing programmes throughout the Martech stack including Data & Analytics and Intent platforms.
- Experience in the Digital Media space across paid, owned and earned, with specific capabilities in setting up infrastructure to support such activities.
- Desire to learn and contribute to a rapidly growing global business and work in a pleasant environment with nice colleagues.

What Nerdware will bring you

- A multiple Award winning smart, passionate, and fun team to collaborate with.
- A flexible working environment where we encourage forward-thinking and nurture ideas.
- We promote excellence at all levels in all roles and will work with you to ensure you are given every tool to succeed.

We look forward to meeting you!