

Digital Media Planning Manager

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Company: Starcom Melbourne

Location: Indonesia

Category: other-general

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Job Description

Develop a digital planning strategy. Translate strategy to proposal (digital media planning). Global ad hoc request, local ad hoc request, regular report (monthly/weekly). Establish good relationships with clients to ensure smooth operation. Overall account stewardship to ensure communication strategy and implementation are in sync with clients' business direction. Undertake key initiatives/business solutions in tandem with clients' goals, business objectives, and priorities. Maintain regular WIPs, dialogues, and reviews to ensure effective work processes. Improve and uphold agency evaluation. Understand the clients' digital guidelines and infrastructure. Groom team for digital planning knowledge; center for integration and evaluation of buying/reporting/optimization to build excellence benchmark for the overall team. Oversee implementation of back-end campaign tracking and analytics.

Qualifications

Bachelor or Master's degree in Communication Arts/Journalism/Marketing/ Statistics or related Field. At least 5 years' experience in a media agency, client management, strong leadership skills, and a digital-first mindset. Knowledgeable about and

experienced with the concepts, approaches, and issues involved in integrated planningAdaptive and keen to learn on the digital eco-systemAbility to work successfully with teams, handling multiple projects and meeting tight deadlines under pressureKnowledgeable about new approaches to and developments in digital tactical planning, some specialist planning/strategy background is a bonus

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