

Digital Planning Manager

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Company: Starcom Melbourne

Location: Indonesia

Category: other-general

In this age of convergence and empowerment, we are looking for talents who can help our clients reinvent themselves and guide them through their transformation. It demands colorful personalities with an irrepressible passion for all the opportunities unleashed by digital disruption. Come join our Publicis family! You will be joining a dynamic team that delivers award-winning digital campaigns. If you are strong in creatively integrating both traditional and digital elements into the overall media mix while managing the day-to-day planning, buying, implementation, optimization and reporting requirements to meet client objectives, we want to talk to you!

Job Description

Be a key contact across the entire planning cycle for senior brand clients and media directors/managers reporting into the Digital Lead and dotted to business lead

Develop a digital planning strategy. Translate strategy to the proposal (digital media planning). Develop a solid digital media proposal. Global ad hoc request, local ad hoc request, regular report (monthly/weekly). Establish a good relationship with clients to ensure a smooth operation. Overall account stewardship to ensure communication strategy and implementation are in sync towards 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 with media diaries along with the team. Improve and uphold agency evaluation. Understand the clients' digital guidelines and infrastructure. Groom team for digital planning knowledge; the 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. Working on QBR, Media

review, Recommendation for the respective category. Qualifications 5-7 years of digital planning experience in advertising and media knowledge Adaptive and keen to learn on the digital ecosystem Familiar with the timelines, processes and needs of the implementation of all media Knowledgeable about new approaches and developments in digital (social and mobile included) Ability to multi-task and work well under pressure Project/process management orientation Strong learning orientation – leans into new opportunities and willing to challenge status quo Highly proficient in Microsoft Office including Excel, PowerPoint, and Word as well as other equivalent programs.

#J-18808-Ljbffr

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