

## Digital Advertising Campaign Manager

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Company: Atlanta Magazine

Location: Atlanta

Category: other-general

### Digital Advertising Campaign Manager – Atlanta Magazine

*Atlanta* magazine is seeking a digital advertising campaign manager. This role will work closely with the advertising sales team to develop, execute, from start to finish, digital advertising campaigns across *Atlanta* magazine's digital properties. While this role is not a direct sales role, it is imperative this role drives digital revenue. The position will play a large part in responding to proposals, discussing strategies and interacting with clients, and educating the sales team on digital trends to help enable sales. Along with assisting in the sales process and executing all digital advertising campaigns, this role develops new digital advertising inventory and robust digital packages for the magazine and creates programs that will generate revenue. There is a reporting element to the role, so the ideal candidate is familiar with pulling numbers from digital properties and offering insight on and optimizing campaign performance. Outside of working with the sales team, this role assists in marketing for the magazine by providing digital marketing tactics for events and programs hosted by the magazine.

#### *Duties & Responsibilities*

all digital advertising campaigns; includes but is not limited to online content (written and video), website display ads, social media, email newsletters and sponsored content packages.

directly with clients and account executives to gather assets for digital advertising campaigns, providing insight and instruction on what creatives and copy will work best and recommending tactics to maximize campaign performance.

reports after campaigns are complete; includes providing numbers as well as analysis on the performance of the campaign.

new and evolves existing digital advertising opportunities, constantly aiming to increase digital advertising revenue.

a robust content calendar for all digital properties, ensuring campaigns are seen through to completion and well-paced.

with the digital editorial team to ensure the content calendar aligns with digital editorial content.

the digital marketing strategy for all of the magazine's events and programs; includes but is not limited to creating and maintaining landing pages, creating Eventbrite pages, promoting events and programs via social media, and overseeing the creation of collateral for promotion.

digital advertising revenue; includes working toward an overall digital sales goal each month and year, and accounting for monthly revenue.

for managing, creating and updating all digital marketing/promotional content on our site across all business lines – this will include events, digital programs, advertising/sponsored content, etc.

### *Skills & Experience*

2-3 years' experience working in digital advertising campaigns

experience with social media and content management is required

experience with email marketing and display advertising is required

experience with WordPress is required

strong promotional copywriting skills are required, including the ability to write to different audiences, a strong grasp on grammar/spelling, and being able to draft copy for various digital platforms

technical video editing skills are not required but experience with working through a video production cycle is preferred

knowledge of and experience with reporting tools like Google Analytics, Facebook Insights, HubSpot, Sailthru, etc., as well as ability to analyze digital numbers

strong customer service skills, including the ability to interface with clients and support the sales team

extreme attention to detail and ability to manage multiple ongoing tasks is of the utmost importance

ability to speak authoritatively on digital strategies and provide a consultative approach when discussing strategies with clients and the sales team

complete comfort in the digital space is needed; even when presented with a new digital tool, the ideal candidate can easily learn and pick up how to use it

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