



Media Operations

Decibel Media is looking for an individual to lead our Media Operations. The role will focus on assisting the team with campaign set up and launch as well as managing and establishing tracking for campaigns. The individual would also be responsible for managing all in-house social campaigns.

We are looking for someone that is eager to learn, grow and excel in a fast paced, client centric environment. We are a growing team and will need someone who can dive in and immediately tackle campaign set up and implementation.

The ideal candidate will have a bachelor's degree in marketing, economics, analytics or another related field, is passionate about digital media and who has a strong attention to detail and a knack for problem solving and providing the team assistance.

You'll be working closely alongside our media planning/buying and analytics team to help establish successful client campaigns.

We are looking for someone with:

- 2+ years of experience working with a digital media team
- An understanding of digital marketing campaign set up and problem solving
- Excellent communication and writing skills
- Proficiency in Microsoft Office, especially Excel
- Strong time management skills to work efficiently under tight deadlines
- Has worked with social media platforms, such as Facebook/Instagram and Linked In or Twitter
- Experience in managing budgets within social platforms
- Innovative and has a desire to learn and succeed in an agency role
- Strong experience working with Google Campaign Manager and Google Analytics
- Understands how to use Google Tag Manager or other digital tracking platforms



- A plus if you understand how to work with Datorama or other reporting/analytics platforms

In this role, you will:

- Be an expert with GTM
 - Implementation on client side, providing clear instructions and best practices for multiple partners working within the same container
 - Manage implementation of DCM floodlight tags from agency into GTM
 - Troubleshoot with developer tools, as needed
- Ability to lead team on Google Campaign Manager
 - Traffic campaigns
 - Generate all available reports
 - Create and manage floodlights
- Social Experience
 - Set-up campaigns across Facebook/Instagram, LinkedIn and/or Twitter
 - Manage budgets and performance
 - Generate reports
 - Share insights as needed for client reports
 - Communicate optimizations as observed