



YOUR EDGE

Advertising Strategist and Paid Media Planner

You'll contribute to a diverse and growing branding and advertising agency as an experienced Media Strategist and Planner on a full time or contract basis.

ABOUT BLADE

Blade Creative Branding is an innovative agency focused on developing and deploying intelligent, results-oriented branding and advertising campaigns for its clients. We grow our clients' businesses by growing their brand communities. We offer a collaborative, supportive working environment along with a comprehensive benefits package.

POSITION SUMMARY

You excel at developing cost-effective, results-oriented media plans with a primary focus on the digital landscape. PPC, programmatic, and all relevant social platforms are your playground. Traditional media agility is a definite plus, as Blade still places print, OOH and broadcast media.

You want to advance your skills and be an integral part of the Blade team. You're an independent, even entrepreneurial professional who loves to source media, negotiate deals and deploy campaigns that work. And you would welcome the opportunity to share your positive outcomes directly with Blade's clients through transparent and detailed reports.

YOUR RESPONSIBILITIES

- You will develop coordinated paid Media Campaigns including planning, buying, deployment, optimization & reporting across predominantly digital media (search, email, social, display, native, marketplace & video) and some traditional media (print, broadcast, out of home). Your goal is to raise brand awareness and drive engagement and leads.
- You will collaborate with Blade's creative teams on Content Marketing plans that support paid media plans.
- You will setup, track, and report on Paid, Owned and Earned media performance using Google Analytics and Google Tag Manager.
- You will act as a resource in support of Blade's existing Media and Content Staff
- You will work closely with Account Management and Creative Teams to determine assets required for all Media Campaigns.
- You will assist in Media Performance Reviews and Competitive Reviews as they impact our clients' media investments; and you will proactively offer actionable insights to support go-forward strategies.
- You will act as a Media-focused point of contact for Blade's clients.

YOUR QUALIFICATIONS

- A minimum of three (3) years experience in media buying and planning of digital media, with some traditional media, as well.
- A minimum of three (3) years experience executing Google, YouTube, Facebook, Instagram, & LinkedIn Ad Campaigns. Experience with Amazon, Spotify, Twitter, Twitch and Snapchat a plus.
- Google Analytics Certified and experienced with Google Tag Manager a must. Must be proficient in analysing data and drawing actionable insights for reports.
- Excel at working with numbers and managing budgets.
- Strong written and spoken communication skills.
- Able to set priorities, problem-solve and think on your feet.
- Experienced with Microsoft Suite (PowerPoint, Excel and Word).
- Experience with editing and publishing content on WordPress website is a plus.

Please include your resume, cover letter, portfolio and salary expectations.

Application deadline: 2020-10-16

Expected start date: 2020-11-16