



# Example of Digital Advertising Job Description

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Our company is hiring for a digital advertising. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for digital advertising

- Working closely with technical account managers (TAM's) to ensure all campaigns are tracked consistently with minimal discrepancies
- Designs, develops and produces advertising communications by evaluating needs, designing strategies for target audiences, and crafting effective messaging
- Manages paid media strategy by authoring and approving digital media briefs, selecting appropriate digital/offline channels, actively monitoring and optimizing in-market programs to improve effectiveness
- Manages primary advertising agency teams/resources to achieve objectives, authorizing production, digital media purchases and prioritizing projects for development
- Establishes digital campaign measurement and analytics strategy, reports on campaign diagnostic measures, and other key performance indicators of effectiveness
- Manages budgets and understands accounting processes, determines resources and allocates funds, monitors expenditures to budget targets and resolves discrepancies
- Conducts performance appraisals, prepares and monitors development plans for direct reports
- Identifies, coordinates, and manages internal and external communication integration activities to ensure consistency in UPS advertising messages
- Lead the development of data-driven advertising product portfolio and grow

- Lead product roadmap development and work with cross-functional teams to get alignment and execute effectively on the plan

## Qualifications for digital advertising

- Bachelor's degree with 1-2 years' experience in media related industry
- 10+ years of experience in dealing with Online Advertising, including Search Engine Marketing, Banner Advertising, Online Advertising Networks and Advertising Analytics
- Knowledge of inventory/contract management/analysis systems
- The firm welcomes both entry-level and senior level professionals, whom are interested in media
- A relevant background in advertising and marketing is a benefit
- Able to effectively penetrate the digital market within Japan