



Example of Senior Manager, Media Job Description

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Our growing company is looking for a senior manager, media. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for senior manager, media

- Maintain deep knowledge of media and marketing data and application to deliver brand ROI
- Collaborate across intracompany departments to support franchise operations through existing and new opportunities in digital marketing
- Work directly with franchise owners and GMs to audit, understand and maximize digital marketing performance
- You develop the digital marketing scorecard, and track, analyze, and report on the strategy, extracting insights that inform the broader strategy in a continuous way
- In a joint process with the Content team lead the development of the brand connection and media strategy, leveraging OESP media approach and across relevant consumer, shopper, customer connection points in order to build brand love and brand value for our KO Brands, all IMC projects, EUG and Global charters
- Strategic analysis and intelligent choice of channels that have greatest impact on consumers' behaviour and have highest return on investment
- Establish a diligent set of metrics in order to analyse, interpret, understand the effectiveness of our connection/media strategies and leverage tools to optimize campaigns on-the-flight (During-Action-Reviews) and in After-Action-Reviews – this is to be achieved by working in close collaboration with the K&I and Digital teams
- Work in close collaboration with the Content teams in order to bring to live our brand ideas from an integrated Content and Connection perspective
- Reports to the WEBU Senior Media & Connection Manager

working times

Qualifications for senior manager, media

- Strong experience in visualizing and synthesizing ideas into viable product lines
- Experience with AWS/EC2 and/or other cloud based infrastructure systems
- Ability to lead and motivate a team and drive strategies successfully
- 8+ years of online media experience preferably across multiple channels including Online/Display Media, SEM, and Email
- Flexible, driven, self-motivated, and ability to lead a team on key strategies
- Strategic thinker and goal oriented with ability to create and lead strategy