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Digital Campaign Manager – Watford & Wolverhampton

TPL Media is a leading and innovative provider of fully opted in consumer targeted data and fully permission based consumer lead generation. As an independent business, we provide our clients with flexibility, speed of service and highly cost-effective solutions to meet the most challenging business objectives. We are currently recruiting for an experienced Digital Campaign Manager the role will be based in Watford predominantly, however, will require travel to multiple sites across several business locations.

The Role

Reporting to the Marketing Director, the role will be responsible for implementing advertising campaigns and to advise on best practices. The key areas of responsibility will include:

- Work closely with Sales and Account Management teams across the organisation to implement advertising campaigns, and to advise on best practices
- Manage the full campaign life cycle from creative approval through to troubleshooting and optimisation, to ensure campaign success
- Provide platform technical support to advertising clients (internal and external), with a positive solutions-oriented attitude
- Actively investigate supply and/or market opportunities that generate performance for current clients, or value for prospects
- Manage QA, and reporting for all campaign metrics
- Monitor campaigns throughout lifecycle, communicating with account managers, creative agencies and vendors on issues as needed
- Optimize campaigns, including reviewing reports and making suggestions for improved performance
- Provide pre-implementation and post-implementation support to clients
- Develop and streamline processes to facilitate and expedite display / social client on-boarding
- Provide technical support to advertisers, clients and others via phone, email and web
- Stay abreast of current and upcoming technology product capabilities and potential partnerships

Relevant skills and experience

- 2 to 3 years of experience in ad tech platforms: Facebook, Native Ad Platforms essential (knowledge of DSPs, Trading Desks, DMPs, SSPs or Publisher systems of interest).
- Strong written, verbal and in-person communications skills
- Strong experience with MS Office tools or equivalent, especially Excel, data manipulation and analysis tools
- Outstanding troubleshooting skills, solutions-oriented mindset and positive attitude under stress
- Ability to prioritize across tasks of varying importance and urgency, personal organisational skills
- Hunger to solve problems for clients, and an appetite to self-learn

www.tplmedia.co.uk

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Preferred Qualifications / Experience

- Bachelor of Science Degree or equivalent (computer science, engineering, or related)
- Knowledge of HTML (including version 5), JavaScript and Flash
- Understanding of basic HTTP headers, pixels, caching and cookies

Working knowledge of creative and image manipulation tools: Adobe Flash, Photoshop and Illustrator, GIMP

Working hours:

- 40 hours per week between Monday – Friday (9.00-17.30)

What we offer in return:

Salary of up to £28,000-30,000 per annum dependant on experience

- 20 days holiday per annum pro rata
- Central location
- A comprehensive training programme
- Fun and friendly environment

If you are interested in what you have read and feel you can contribute to our expanding business, then please apply by sending your CV to recruitment@tplmedia.co.uk

www.tplmedia.co.uk