

### **Job description**

Spurrier Group is a performance media company that provides three service lines including research, strategy and media. We rely heavily on highly optimized and KPI driven campaigns. We work with local, regional and global agency partners and plan and buy media locally nationally and internationally.

Spurrier Group has recently won several new business accounts and we are adding staff to our Media Intelligence Team. We are in the market to hire an experienced digital professional who understand the value of the full funnel consumer journey and the role and value that the digital and social elements play in this process. In this position, the Digital Planner/Buyer is responsible for day to day management, related deliverables and client communication of each account that they will be assigned to work on.

### **Responsibilities:**

- Manage all aspects of programmatic display, video, mobile, and social advertising campaigns from discovery to reporting
- Social Planning and Implementation working with Planning Director and Senior Buyers on the team
- Be an “expert” on all Facebook, Instagram, YouTube, LinkedIn offerings and opportunities including: all ad units, targeting options/providers and inventory sources
- Oversee partnerships with social platforms, API partners and other related vendors
- Maintain a deep understanding of client business goals and marketing objectives, translating them into digital objectives/strategies
- Prepare and present strategic media recommendations to client, including objectives, strategy, rationale, and all backup materials
- Design and implement or oversee implementation of single and multi-variant tests to increase campaign efficiency
- Provide data analysis for reporting and optimizing advertising campaigns
- Provide analysis, insight, and expertise for clients on their products and offerings
- Keep abreast of current events, social/digital media trends and any target market industry trends that impact business

### **Requirements**

- Bachelor’s degree, 4+ years of related experience
- Adherence to tight deadlines while delivering required work
- Extremely detail-oriented, with clear and proven organizational skills
- Excellent skills in MS Office, particularly Excel, PowerPoint, Word and Outlook
- STRATA software experience is a plus
- Superior written and verbal communication skills and outstanding presentation abilities
- Thorough understanding of online marketing and proven ability to assist clients with online campaign planning
- Thorough understanding of marketing new media techniques including bought, owned and earned media (paid search, SEO, social media, display media).
- Ability to defend creative and strategic work that meets or transforms our client’s business and needs
- Ability to represent and promote Spurrier Group in a professional manner and demonstrate value added service to clients

Send qualified resumes to [info@spurriergroup.com](mailto:info@spurriergroup.com)