

## Connect Ads

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### Talent Acquisition Department

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**Job Title** : Campaign Manager  
**Department** : Ad Operations  
**Reports to** : Ad Operations Manager

#### **Roles & Responsibilities:**

- Manage campaigns from end to end, including but not limited to: Campaign set up, delivery monitoring, performance tracking, optimization and reporting
- Work with all our stakeholders (Internally and externally) to successfully deliver media campaigns across different channels
- Optimize and report on campaign performance based on advertiser campaign objectives
- Manage all aspects of the setup, trouble-shooting and ongoing daily management of some display campaigns “Daily Reports, Check Points through Ad Servers)
- Generate actionable insights based on the performance and advise the client on what works best for the campaign
- Confident in handling direct response / performance campaigns such as: lead generation, drive online sales, app download & in app events
- Provide Premium services to external clients “Agencies and advertisers” to ensure client satisfaction and full delivery for their advertising campaigns
- Attend weekly/ Bi-weekly calls with partners

#### **Qualifications:**

- 1 to 3 years of experience
- Background of HTML, Java Script
- Solid understanding of online media industry, IAB standards and Google Analytics
- Experience with third party ad servers, programmatic experience is a plus
- Strong analytical ability & High attention to detail
- Very good Knowledge of different ad-server platforms “Display, Video and Mobiles”
- Very good knowledge of common ad formats and ad technologies
- Online ad-trafficking experience is a MUST
- Reporting & Numerical skills/analysis is required
- Expert in digital advertising specifications and standards

#### **Application Procedures:**

To apply for this vacancy, please send your CV via email to [careers@connectads.com](mailto:careers@connectads.com) – with the “Job Title” in the subject line.