

Programmatic Campaign Manager

Based in Egypt

We are looking for someone of exceptional caliber to manage, deliver, and optimize a variety of performance-focused clients in the region. Candidates should have a strong background in paid social media, specifically with direct response campaigns and performance clients.

Responsibilities and Role:

- Execute, manage, and optimize digital media campaigns (auction-based performance campaigns, audience-based buying, remarketing campaigns) while meeting client performance expectations.
- Manage the delivery of creative assets, insertion orders, and all relevant campaign documentation in preparation for the campaign launch.
- Provide regular insights to clients detailing performance, campaign optimizations, and new opportunities.
- Manage campaign expenses, stay on budget, and estimate monthly costs.
- Execute tests; collect and analyze data; identify trends and insights to achieve maximum ROI in paid campaigns.
- Lead and assist in coaching, managing, and educating campaign managers and campaign specialists (from the clients' side), helping to support campaigns.
- Attend client meetings, as needed.

Qualifications:

- 3 years of operational experience with paid social media and platforms in a media agency.
- An English and French speaker is a must.
- Strong understanding of performance and digital marketing.
- Proven experience of managing multiple performance campaigns and optimizing results.
- Knowledge of website analytics tools (such as Google Analytics) and Facebook.
- Self-motivated with the ability to work in both a team environment and independently.
- Strong analytical skills with a proven ability to interpret data and experience working in a data-led environment.
- Microsoft Office applications expert.
- A Google Certification is a plus.
- Exposure on DV360 or Adobe is a plus.
- Familiar with third-party measurement platforms such as Google Analytics, Double Click Manager is preferred.
- Deep understanding of website tracking and pixel implementation for performance measurement

To apply, send your CV via email to careers@connectads.com with the job title in the subject line.