**Junior Campaign executive Job Spec**

PerformDM are a specialist digital sales agency representing some of the world’s leading web, mobile and social media products in Africa. With over 15 years sales experience in Africa we are proud to come up with customised solutions for your campaign needs. At PerformDM we pride ourselves on making use of the latest technologies to achieve the best results for our clients.

Duties include but are not limited to:

* Assisting with the implementation of campaigns on social, display, search and mobile ad server technology platforms.
* Chasing up creative agencies and creative copy.
* Uploading creative and 3rd party tracking to systems.
* Sourcing screenshots for live campaigns.
* Learning and working with ad serving technologies
* Help Reporting Manager to deliver excellent campaign results in accordance with client KPIs and benchmarks to ensure client satisfaction and retention.
* Working with the sales team to set transparent and achievable campaign KPIs and manage client expectations.
* Meet the required weekly reporting requirements as requested by clients (either manual or automated reporting)
* Producing intelligent end of campaign analyses including successes, key learnings and recommendations.
* Creating case studies of best performing campaigns for internal and external use
* Ensuring client retention by securing additional budget from existing clients and helping the sales teams with up-selling opportunities
* Keep abreast of current trends in marketing

**Qualifications**

* Passionate about video, new media, social media and search.
* 2 year's experience in a similar role a MUST
* Strong understanding of the online business as well as digital platforms
* Strong ability to multi-task with attention to detail
* Self-driven, hardworking, solution-oriented
* Ability to recognise and creatively solve problems
* Capable of working under pressure.
* Ability to work closely with the team.
* Resolving queries efficiently and communicating effectively across teams.
* Numerical skills (MATHS)
* Excellent writing and speaking skills
* Excel, Outlook & PowerPoint skills essential.