

Campaign & Tracking Manager

Encoreship - Job Description



ABOUT THE ROLE & RESPONSIBILITIES

- Working closely with campaign managers in campaign tracking setup
- Analysing & operating advertising platforms
- Liase with clients on implementing Ad tech integrations
- Develop data tracking reporting tools
- Implement marketing attribution solution on client digital properties
- Research ad tech & innovation that are relevant for the business
- Conduct client data testing and data quality audit
- Liase with Account managers and Campaign analysts on client projects
- Diagnose and handle bugs as they arise to ensure quick resolution

Location	South Melbourne and work from home
Reports to	Andrew Wong / Jorge Linares
Direct Reports	Nil

ABOUT YOU – SKILLS & EXPERIENCE

- Marketing agency experience
- Front end web development experience
- some experience with online marketing systems (Google Analytics, Google Tag manager, Data studio, Google Ads, Facebook Ads)
- Skills in HTML, JavaScript, CSS and CSS pre-processors
- Experience with integrating websites with 3rd party platform or systems
- eCommerce experience
- Experience with any CRM, email platforms

ABOUT US

We are a unique agency specialising in online advertising solutions. Our agency is one of the fastest growing agencies in Melbourne. This growth is driven by our unique approach to attribution, data management, transparency and innovation.

We provide a proven effective approach that combines strategy with targeted solutions and performance measurement to give our clients a competitive edge in the digital marketplace.

We work collaboratively as a team of strategists, creatives and technologists to understand opportunities, and define solutions and transform businesses.