Digital Trader

- **Vacancy for:** 1
- **Posted on:** Jan. 4, 2018
- **Deadline:** Jan. 16, 2018, 11:55 p.m.

Basic Job Information

Job Category	: IT & Telecommunication
Job Level	: Mid Level
Employment Type	: Full Time
Job Location	: Chakupat, Lalitpur, Nepal
Offered Salary	: NRs. 50,000 - 75,000 Monthly

Job Specification

Education Level	: Under Graduate (Bachelor)
Experience Required	: More than 1 year
Professional Skill Required	: Seo/Sem, Dcm, Facebook Campaigns

Other Specification

- Experience assisting in online Display, Video and Social campaigns
- Advanced Excel/spreadsheet capabilities
- 1-3 years of work experience, with recent managerial experience in performance or direct-response online advertising
- Experience managing client campaigns with proven track record of client success

Required Skills:

- Proactive, self-starter, capable of setting goals and reporting progress against them
- Ability to multi-task, prioritize, and balance time across 15+ clients, multiple partner relationships, and internal initiatives on a daily basis
- Exceptional analytical problem-solving abilities, ability to mine data for campaign performance insights and implement proper strategies to realize improvements with minimal financial exposure
- Strong leadership & communication skills
- Team player
- Data analysis in Excel, including Pivot Tables & basic statistics

Job Description

Overview:

The Digital Trader should be a result focused, highly inquisitive individual who strives to deliver excellent service, communicate at all levels, and play a key role in educating the team, the agency and ultimately the clients about programmatic. The role requires someone who is comfortable with data, but able to understand the nuances and rationale of marketing. They should be a strong team player, seeking and providing assistance across the business.

TRADING:

- Knowledge on data analysis
- Effective communicator internally and externally. Able to build appropriate relationships with the account management teams, and internally
- Skilled optimizer. Understands and effectively deploys the appropriate changes and/or organically develops campaigns based on the available data to improve performance. Is not afraid of changing or testing, but does so methodically and rationally
- Able to understand business logic, interpret data and prepare report according to the requirements
- Well organized and good timekeeping. Sets relevant daily, weekly and monthly processes and continuously delivers against them.
- Learning attitude

- Weekly use of the optimization templates

TECHNOLOGY:

- Have experience on Digital Marketing
- Knowledge on Google DCM
- Knowledge on running Facebook ad campaigns
- Understands reporting capabilities within the platforms
- Competent and able to educate others on private marketplace and inventory types

REPORTING & ACCOUNTABILITY:

- Reports delivered consistently, accurately and on time. Any delays through technology issues are communicated early, and workarounds are investigated
- Continued use and development of the weekly report for each client
- Committed to delivering meaningful insights and recommendations to each client
- Transparency and openness in data sharing with the client and the client teams is a crucial deliverable, and a critical part of the trader's communication with the agency teams
- Post Campaign Analysis to be completed for each client as needed At least 8 per year should be delivered to meet individual KPIs
- Take ownership of any issues and aim to resolve within 48 hours
- Seek automation, and find methods to deliver it, in data, in reporting, in any activity that can benefit from it

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Applying Procedure

Apply Link : https://merojob.com/digital-trader/