



# columbus

A Merkle Company

## Job Description

### Position

**Performance Specialist**

---

### Reports to

Client Solutions Manager

---

### Location

NSW/VIC/QLD/WA

---

### Works with

**Columbus:** Core team, Performance team, Experience team, Data team

**Dentsu Aegis Network:** Account Directors, Client Leads

---

### Role overview

The Performance Specialist responsible for assisting the Client Solution Manager (CSM) in ensuring total client satisfaction with the entire Performance products provided by Columbus including Search, Social, Programmatic and Affiliates

The Performance Specialist will support the CSM and Client Solutions Director (CSD) in the management of clients. The day-to-day client communication is run in conjunction with the CSM, led by the CSD and Group Client Lead.

Good communication skills and understanding your clients' business are critical elements to achieving success in this role.

The ideal Performance Specialist is diligent, highly organised individual that can achieve deadlines and effectively support the CSM and CSD on all clients' requests/tasks.



# columbus

## **Roles & responsibilities**

### **Work with your team to deliver best-in-class Performance Marketing services**

- Using initiative to ensure the smooth running of Performance accounts (Search, Programmatic, Social and Affiliates) by carrying out daily optimisation, monitoring spend, changing creative.
- Support the CSM with:
  - o Reporting, Insights and Analysis
  - o Presentation preparation,
  - o Ad hoc tasks, following instructions and seeking guidance
  - o Help launch new accounts and client campaigns
- Deliver effective workflow across the business in order to meet deadlines, manage workloads and ensure appropriate skill levels are engaged to deliver the project of high quality work.
- Attend client WIP meetings and develop a working relationship with client contacts
- Coordinate with clients to implement day to day account changes with the support of the CSM
- Contribute to a positive and motivating work environment for the team.
- Attend training and develop relevant knowledge, techniques and skills.
- Develop and maintain understanding of marketplace dynamics and key players.
- Support the CSM in management of all required financials, timesheets, billings, POs & budgets. Accurately monitor client finance procedures and ensure accurate billings and invoicing for all clients.

### **Agency and Stakeholder Management**

- Assist the CSM in engaging publishers to invest their time in education, industry resourcing, vertical trends + key outtakes to assist in growing our clients' businesses.
- Build and foster relationships with wider Dentsu Aegis Network teams.
- Attend internal client meetings and ensure all Columbus opportunities are effectively communicated.

### **Working with your clients**

- Support the CSM in managing a range of clients, ensuring end to end account management, optimization and delivery of results.
- Build and maintain strong client relationships; primarily at a Marketing Executive & Brand/ Marketing Manager level.
- Maintain a good understanding of the client's business (brand and corporate) and their needs; have a reasonable level of knowledge in the client's category & their competitive set.
- Assist the CSM to ensuring the monthly, fortnightly or weekly reports are delivered to the client on time and with meaningful insights and recommendations.
- Acquire a deep understanding of Clients assets, internal challenges, capabilities, development plans and work with Client to enhance their marketing.
- Assist the CSM in the management of WIPs, Contact Reports, and follow ups.
- Monitor daily spend rate of clients (portfolio) and understand trends.
- Implement multichannel strategies to drive superior performance across all clients.





# columbus

## Knowledge and Understanding

- Basic knowledge and understanding of the Australian digital media marketplace, trends, Google & industry products both existing and an understanding of betas and new product launches.
- Strong working knowledge of the DoubleClick technology stack
- Comfortable with main web analytics tools and analyzing data to derive insights
- Comfortable with Google's digital media products:
  - o DoubleClick Search (DS)
  - o DoubleClick Campaign Manager (DCM)
  - o DoubleClick Bid Manager (DBM)
- Competent knowledge across PPC, SEO, paid social, affiliates, programmatic media, mobile, & digital display.

## Skills and Attributes

- Very strong Microsoft Office skills (Excel, PowerPoint and Word)
- In-depth knowledge of AdWords, DoubleClick and Facebook/Instagram Ad manager
- Entry-level competency within the client service discipline.
- Strong, professional and friendly manner in communication.
- Good prioritisation, time management and organisational skills.
- Demonstrable levels of self-confidence, passion, energy & positivity.
- Good verbal and written communication skills.
- Adaptable - to changing business & client conditions.
- Developing strategic, analytical and creative problem-solving skills

## The ideal candidate's experience

- 2+ years' experience in search marketing or digital media.
- Understanding of agency economics.
- Strong working knowledge of the DoubleClick technology stack.
- Comfortable with main web analytics tools and analyzing data to derive insights.
- Basic understanding of the Australian media landscape, consumer trends, and Google digital media products.

## The ideal candidate's personality

- Presents & communicates highly effectively, both verbally and in writing.
- Passionate, highly-motivated and well organised.
- Independent, self-driven and owns responsibility for deliverables.
- Has sharp strategic, analytical and creative problem-solving skills.