

JOB DESCRIPTION

The Company :

We are one of the largest independent Data-Driven Digital agencies with 25 offices in Europe, Asia, Australia, Middle East & Africa with over 850 staff members. In Asia, we have offices in Hong Kong, Kuala Lumpur, Singapore and Melbourne.

At NetBooster-Artefact Hong Kong, we are looking for passionate candidates who are looking to jumpstart their career in media activation campaigns across all Paid Digital Channels (PPC, Social, Display/RTB, Remarketing, Affiliate Marketing) and Search Engine Optimisation.

We also provide services to our clients geared around Data and Analytics which include (but not limited to) the implementation of DoubleClick, Google Analytics and similar tools. At NetBooster-Artefact Hong Kong, we guide our clients on how to run more precise and efficient campaigns via data collected by the platforms. Our experiences range across multiple verticals that include travel and hospitality, finance and insurance, ecommerce and retail. Our client base internationally includes Emirates Airline, Accor Hotels, Selfridges, to name a few.

Location of the job: Hong Kong

Goal: To provide support & work alongside Account Manager/Account Director for a key insurance client in Hong Kong and to support the growth of the company.

Reporting to: Business Director, based in Hong Kong.

Responsible For

- Supporting and running all cross-channel campaigns (Display, Programmatic, Paid Search, Paid Social) for a key insurance client in Hong Kong (6-digit USD annual budget), driving leads & performance
- Supporting the Business Director in expanding the NetBooster-Artefact within Hong Kong through attending media partner meetings, events & through business pitches

Overview

As part of its international expansion into Asia, NetBooster-Artefact is looking for a highly-driven individual, great communicator who is passionate about digital performance & data.

The main objective of the role is to support the management and the commercial success of one of our accounts (6-digit USD budget account).

Key Responsibilities Include, But Are Not Limited To

- Supporting the Account Manager & Account Director in operational tasks that relate to management of client's accounts;
- Provide accurate information and reports;
- Optimisation of Client's accounts;
- Responsible for ensuring smooth running of client's campaign, including effective budgetary control;
- Provide operational ad support on platforms such as DoubleClick Campaign Manager (ad-serving platform)
- Gain a deep understanding of the digital marketing industry;
- Ensure all client accounts are kept online at all times unless requested by the client;
- Optimise client accounts for maximum performance using standard Paid Media practices such as adjusting bid strategy, improving and testing creative's, and adjusting campaign targeting and scheduling;

- Build and manage close working relationships with clients and media partners (e.g. Google, Facebook) to ensure smooth running of campaigns including effective budgetary control, achieving and exceeding client targets;
- Run reports on a regular basis (weekly, monthly & ad hoc) for campaign optimisation and client reporting;
- Support Account Manager on developing media plans by providing reports & insights;
- Attend weekly and monthly meetings, incl. preparing supporting materials (PPT, Excel);
- Identify, test and make suggestions for new Paid Media techniques that the client should consider adopting;
- Support the Account Manager and Business Director in expanding the NetBooster-Artefact business within Hong Kong, participating at new business pitches, assisting in new business opportunities etc.;

Other duties:

- To pursue continuing professional development in relation to the role and its duties and responsibilities;
- To understand and ensure the full observation of your contract of employment incl. working hours as well as NetBooster-Artefact's operating procedures and policies.
- Performing other ad-hoc projects or other duties as required.

Essential Skills, Strengths And Experience

- Chinese speaking (Traditional & Simplified written, Cantonese spoken mandatory);
- Enjoys taking ownership & responsibility with all required tasks;
- Working knowledge of Excel;
- Exemplary time management skills;
- Ability to work well under pressure;
- Organised and process orientated individual;
- Proficient knowledge of Microsoft packages including Outlook, Word and PowerPoint;
- Good presentation skills to be utilised both internally & externally;
- Excellent attention to detail;
- Excellent communication skills both oral and written.
- Have an interest in Search Engines, Internet Advertising or Marketing;
- Passion for digital & data and has a positive can-do attitude for learning new trends and challenges

Job Application method: Please email Azhani Ismail (azhani.ismail@artefact.com) with a copy of your CV and cover letter.

Deadline: 30 April 2018