

Sr. Digital Marketing Specialist

BCI Media, a regional digital ad agency, is looking for a Sr. Digital Marketing Specialist for our Northwest Central Ohio location. This hybrid position based out of our Lima, OH office oversees the digital revenue efforts of our local clients by strategizing, presenting, and overseeing processes related to digital recommendations and campaigns. This position is hybrid, with some workdays being remote, while others, such as client meetings, will be required to be in person.

This position works closely with our Louisville, KY based home office and will also be responsible for coordinating with our Louisville Team to lead the training and education of local Account Executives and other key stakeholders with regard to various digital functions and products.

Compensation for this position will be base salary plus incentives.

Job responsibilities for this position include, but are not limited to:

- Work with local Account Executives to conduct proper digital CNA's with clients and ascertain their digital marketing needs
- Working with Digital Campaign Specialists and/or other Third Parties, to prepare digital solutions for local businesses
- Manage the on-boarding process with Account Executives for their advertisers and work with Ad Operations to ensure on-time campaign launches
- Periodically review client campaigns with Ad Ops to help ensure campaigns are optimized towards declared KPI's
- Review campaign analytics on a regular basis with Digital Campaign Specialists, Account Executives and/or clients
- Work with Account Executives to retain local digital customers and grow digital revenues annually
- Ensure support staff maintains appropriate knowledge of all platform interfaces in order to support all digital sales efforts

Position Qualifications:

- 3 years of digital campaign planning and/or management experience
- 2 years' experience with display, SEM/PPC and social advertising and management
- 2 years' experience with various website analytics (e.g. Google Analytics, Comscore, etc.)
- Supervisory/management experience preferred
- Experienced in creating strategic digital marketing plans
- Ability to make edits to digital ads and websites
- Knowledge of Google Ad Manager
- Require strong presentation skills for effectively communicating digital concepts in diverse settings

Regardless of experience, training is provided in order to ensure that our agency strategy, processes and expectations are upheld.

Why BCI Media is a great place to work:

- Low-cost family health benefits including Health, Dental, and Vision
- Company paid Health Savings Account
- 100% paid Life Insurance, Short Term and Long Term Disability
- Incredible 6% employer 401K match
- Competitive paid time off
- Opportunities for learning and growth
- Collaborative Team with a strong values-based culture
- Learn from industry-leading talent

If interested, please email your resume to talent@bci.media.