



Job Description
Manager – Digital Media

3 Simple asks


- To strategize and lead a paid media and operations team.
- To participate in digital media strategies and pitches
- To help support the clients of White Rivers Media and to ensure that the strategy is adhered to within the context of that assignment.

What do we need:

- Experience in handling large size digital clients across categories
- Great Passion for Digital Media planning & statistics.
- 5 years of experience in Digital media

Key Responsibilities

- End to end digital paid media strategy creation.
- Managing leads and client servicing for existing digital media clients.
- Research and creation of pitches along with the team - Google Adwords, Social Ads & Analytics Technical Expertise.
- Thorough understanding of SEM - Google Adwords, Social Ads, Google Analytics.
- Expert in managing paid search campaigns.
- Driving team motivation and collaboration
- Work with the internal team to drive campaign strategy & development.
- Identifying the target audience for a particular media campaign and deciding how best to communicate to that audience.
- Optimise plans and budget according to the best media mix.
- Creating and executing paid media campaigns across our channels of records.
- Analyzing, Recording and Troubleshooting performance data in excel.
- Making in-the-moment campaign management decisions with massive budgets

 White Rivers Media, Sahney Compound, Above DHL, Next to Vidyavihar Station West, Mumbai.