

International Campaigns Media Planner

About TradeDoublerr: TradeDoublerr is a Pan-European digital marketing company offering a range of performance-based marketing solutions. TradeDoublerr's products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales or drive brand awareness. Headquartered in Sweden, and listed on the OMX Nordic Exchange, the company boasts a unique European reach with local offices in 17 countries across Europe and a presence in a further two countries and Japan.

Reporting to: International Business Development Manager

Location: UK based

About the Position: The successful candidate will support the International Business Development Manager with all of the research/planning requirements for Display and Lead generation campaigns from the sales process to close. She/he will work as part of the International Sales Team to create media schedules for incoming campaign briefs and brief in delivery/trafficking teams on the schedules once there is sign off. They will also need to provide sales and account support to the team where needed.

Key responsibilities:

- To manage a data process for evaluating international/local market publisher performance and publisher commercials
 - To work closely with the publisher team to understand our publisher landscape and available inventory for both display and lead-generation campaigns
 - To utilise Comscore and other relevant data products/historic campaign data to match campaign target audiences and objectives to relevant media
 - To plan, build and analyse media schedules and brief in publisher management and delivery teams to execute the plans
 - To work with the delivery team to analyse and modify the schedule for best performance and profitability
 - To build and manage efficient planning processes and share learning's internally and with local markets
 - To handle client and new business contact where needed
 - To support the International Sales Team in compiling pitch collateral, sales arguments and seasonal/event offers
 - To support the International Sales Team in any ad hoc projects that may need undertaking
 - Take part in the International Sales business planning process
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- Be ready to travel to local TradeDoubler markets where required to do so to support the local sales/campaigns teams

Professional qualifications and experience:

Bachelor or Master degree in Business, Marketing or similar
Excellent knowledge of online media channels, techniques, metrics, planning and technology
International experience required
Performance based marketing experienced required
Proven sales/account management experience
Good communication and presentation skills
Fluency in English required
Excellent organisation and time management skills
Good understanding and track record of working with both clients and internal divisions on new initiatives

Personal Profile:

This person needs to be positive, outgoing and proactive in approach. The person needs to be able to work with a range of internal divisions and be comfortable with creating and implementing new processes and structures. The role suits someone who takes initiative and shows entrepreneurial spirit when required to do so:

- Proactive
- Enthusiastic
- Results driven
- Analytical and Detail orientated
- Structured
