

Job Description: Traffic Executive – TD Reach/TD Push

Overview

The Traffic Executives main task is to deliver campaigns. He/she is responsible for starting the campaign on time and delivering the requested amounts of impressions, clicks etc during the given time period as well as optimizing the campaigns towards the objectives.

Key Responsibilities

- Build positive and strong relationships with co-workers, advertisers, agencies and publishers
- Deliver campaigns through
 - Media planning - translating client briefs in to a media plan balanced between volume, exposure, result and price. In close cooperation with Sales Account Manager campaigns and Media Buyer Campaigns
 - From the media plan deliver and optimize campaigns according to the media plan – i.e. assure the requested amount of impressions, clicks etc is delivered within the given time period for each campaign and optimize the campaign towards given objectives, for example a certain lead rate or conversion rate.
 - Uploading and testing graphical elements
 - Changing graphical elements in spaceport and in pools
 - Ongoing optimization of campaign to best possible result
 - Ensuring TradeDoubler GP is within constrains
- Performing administrative duties related to invoicing, creating internal and external reports etc
- Layout of product sheets, seasonal offers etc. and re-sizing of graphical elements from advertisers
- Learn local top tier ad serving and tracking solutions

Team Structure

- Reporting to Traffic Manager

Requirements

- Degree or equivalent
 - Core knowledge of online advertising
 - Previous experience in traffic management, media planning and execution
 - Problem solver
 - Hands on approach
 - Self starter
 - Advanced Word, Excel, Powerpoint, Outlook, and Photoshop skills.
 - Good working knowledge of HTML/Javascript/Flash and understanding of client-server communication.
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