



## Digital Account Coordinator

September 2024

Gigawatt Media is a growing digital media agency that specializes in connecting advertisers to audiences through powerful and innovative campaign solutions. We offer programmatic and search advertising across all connected digital channels, working collaboratively to coordinate solutions with our clients broader media investments and maximize overall campaign success.

Gigawatt's consultative approach plus expertise in emerging media has allowed us to cultivate strong regional and national client relationships across a variety of categories including outdoor hospitality, media, retail, higher education and more. We are seeking a Digital Account Coordinator to help protect and grow our client's digital investments through consultative services and top-tier programmatic solutions.

The Digital Media Coordinator will work with the Buying and Accounts teams to execute strategic digital campaigns, research digital inventory and targeting opportunities, plus manage reporting on industry-leading programmatic and search platforms. Our ideal candidate demonstrates keen analytical thinking, strong communication skills and curiosity for the evolving digital media industry. They must possess a detail-oriented mindset to best manage sophisticated proposals and reporting. Finally, they must be comfortable working with a small, diverse team in the Milwaukee area who believe collaboration the key to driving outcomes in a positive and rewarding work environment.

Website: <https://gigawatt.media>

### **Initial Job Responsibilities:**

- Organize and deliver necessary campaign assets to build and execute strategic media campaigns across leading digital channels, primarily programmatic and search.
- Work closely the Media Team to ensure campaign setup and progress is aligned with clients IO and goals, reviewing key details such as targeting, budgets, creative, etc.
- Assist in monitoring & editing Google Ads campaigns to enhance campaign performance.
- Communicate with digital buyers and account managers on the status and performance of client campaigns.
- Prepare & deliver reporting highlights on routine campaign performance, plus enhanced performance insights for quarterly/annual business reviews.
- Work with Account leads to create media proposals and make recommendations that align with a client's goals, targeting strategies, and other advertising considerations.
- Work with Gigawatt leaders to research and create materials that support category opportunities, targeting strategy, account proposals and new business development.

- Engage in training, account shadowing and professional development opportunities with the Gigawatt team.
- Provide insights based on media and industry trends that help support Gigawatt's thought leadership and product initiatives.

### **Qualifications**

- Bachelor's degree or equivalent experience and 1+ years of experience in a digital environment; recent grads with intern or work-study experience welcome.
- Full-time availability
- Very proficient in Excel and Powerpoint plus Google Docs, Sheets, Slides.
- High technical aptitude: able to work in complex systems that are used for digital media buying and organizational efficiency
- Able to apply creative thinking to solve problems plus be proactive be about communication with managers when further assistance is needed.
- Able to prioritize tasks and manage toward deadlines, especially pertaining to client needs and expectations.
- Foundational knowledge of digital media channels, research tools, creative tools and/or reporting dashboards a plus e.g. Google/Meta Ads, DSP/DMP platforms, Adobe Creative Suite, Canva, Comscore, etc.
- Willingness to learn and passionate about the digital media and advertising industry.

### **Compensation & Benefits**

- Salary commensurate with experience
- Premium medical, dental & vision package, employer contributed FSA, matching 401K, quarterly performance bonuses, paid phone plan, and more.