



Lakestar Media is an award winning, fast growing, Digital Marketing company specialising in SEO, PPC, Display, Social Media and Affiliate Marketing. We are currently looking for Display Account Managers.

You must have experience in a similar role (preferably agency based) with an understanding of search engines, organic, paid search and factors that influence high rankings in Google and thorough knowledge of digital marketing.

Responsibilities include:

- Working with the client to understand their business needs to develop online display strategies and plan, buy and implement campaigns.
- Creating effective display media plans to meet set objectives
- Be first point of call for your client providing excellent customer service
- Negotiating with media owners/publishers to buy placements
- Use of adserving solution for initial tracking set up and trafficking placements and creative throughout campaign life cycle
- Liaising with site publishers and ad operations teams to ensure campaigns launched on time and correctly
- Liaising with client creative team/agency to ensure correct and timely supply of creative elements
- Creative testing and ongoing troubleshooting/ maintenance of the campaign
- Maximising the profitability and return on investment across advertising campaigns
- Set up and monitoring of tracking and analysing performance of campaigns and identify areas for improvement
- Using web-based statistical programs to analyse and report on profitability against spend and return
- Take decisions based on analysis of performance and action any changes
- Perform competitor and market analysis using a selection of public and in-house tools and produce reports
- Develop and maintain strong publisher and technology vendors to ensure best possible service
- Deliver reports to clients as and when required adhering to strict deadlines
- Ongoing research of the display advertising marketplace for new publishers and potential opportunities for clients
- Keep up to date with developments in online marketing and display technology

Core Skills and Knowledge (Essential or Desirable)

- Experience within a similar role ideally based in an agency (E)
- Understanding of other online media channels and their relationship with online display media (SEO / PPC / Affiliates) (E)
- Experience of DoubleClick (DFA6) or similar advertiser side adserving solutions (D)
- Holder of Google Adwords Professional Qualification with specialism in Display Advertising (D)



- Experience of Ad exchanges / Demand side platforms (D)
- Knowledge of Google Analytics or similar web analytics programs (D)
- Understanding of creative formats and types – GIF, Flash, Rich Media (D)
- Understanding of basic HTML / programming (D)
- Educated to A-level standard or above or equivalent qualification (D)
- Analytical with good numerical skills (E)
- Accuracy and attention to detail (E)
- Advanced use of Microsoft Word, Excel & Power Point (D)
- Excellent standard of written English (E)
- Excellent presentation skills (E)

If you enjoy working in a high pressure environment and have the ability to work to deadlines and multitask across a wide range of project whilst providing excellent customer service, then we can provide you with a competitive salary and benefits.

Please submit your CV and covering letter stating why you are suitable for this role to hr@lakestarmedia.com

Lakestar Media is an Equal Opportunities employer.

Applicants must be eligible to live and work in the UK without restriction.