



POSITION DESCRIPTION

POSITION TITLE: Media Campaign Manager

LOCATION: MALAYSIA PHILIPPINES VIETNAM

ASW COMPANY OVERVIEW

AS White Global (ASW) is an Australian owned company with offices in Sydney, Vietnam, the Philippines, and Malaysia. We are specialists in unified offshore staffing solutions and have been working in Southeast Asia for the past decade. Our ASW employees are part of our very special ASW family and culture, but also integrate into our client's brand and team – effectively you get two work families!

Working in our local ASW company culture means you will develop strong friendships and great support networks. You will be part of a positive and engaged environment, participate in team and company events, and have access to global training and development opportunities. In addition, you will get exposure working with our international clients and build on your existing skill sets.

CLIENT OVERVIEW

Our partner in Melbourne, a video advertising platform that delivers pre and in-flight automated performance-optimized targeted video ad placements, is looking for a superstar that is highly motivated and ready to join the team with a passion for video marketing and all things tech/social.

CLIENT POSITION DESCRIPTION

As **Media Campaign Manager**, you'll possess the experience, knowledge, and 'can-do' attitude within the video marketing eco-space – on and off YouTube.

Key Responsibilities

- Responsible for launching, maintaining, and reporting on campaigns.
- Working alongside the rest of the Account Management & Sales team to help support growth and client retention, renewal, and satisfaction.
- Maintaining and growing your own client stock and expanding it while staying proactive at work.
- Respond with urgency to general requests using your understanding of all internal systems while supporting Account Managers with daily tasks.
- Generating thorough campaign reports that address overall metrics, wins, and insights.
- Flawlessly create and launch video campaigns across multiple platforms including and not limited to YouTube, Google Video Partners, Facebook, etc.
- Provide ongoing campaign management ensuring optimal performance and delivery, constantly exceeding KPI goals
- Troubleshoot pixels/tags, creative, and 3rd party vendors to ensure proper campaign execution
- Act as the technical point of contact for internal teams and clients
- Communicate new product updates/features and value to internal teams
- Proactively share insights with Account Management Team about marketplace trends in terms and through diving into campaign analytics.
- Keep up to date with the evolving digital ecosystem and relevant industry/platform changes that may have an impact to your buying strategy on campaigns



POSITION DESCRIPTION

Skills, Qualifications & Experience

- Must have at least 3 years of experience with using Google Ads in buying Youtube
- Experienced in using DSP, YouTube & SEM buying, and execution experience
- Passion and knowledge of the online video space including marketplace trends, including 3rd party research partners, DMPs, and studies
- Profound interest in data and have a strong analytical skillset
- Leadership/people management experience
- Can manage and prioritize multiple campaigns across different time zones, platforms, and ad formats.
- Knowledge of Excel calculations, pivot tables, and graphs
- Strong interpersonal skills and proactive
- A self-directed professional who understands company needs and operates with a sense of urgency, focus, and discipline
- Collaborative, independent, highly organized, and detail-oriented professional

ASW Offer

- We are experts in **offshoring** partnerships. This means that you will be a trusted member of the ASW family, and get access to our great benefits, plus you also get to work directly with *one of* clients.
- In our unique English-speaking environment, you can practice and enhance your English with peers and international client teams based in either Australia, UK, US or NZ.
- Get global access to Learning & Development programs.
- Great work-life balance.
- Competitive remuneration.
- Excellent medical benefits.
- Great Paid Leave entitlements.
- Company parties/events, future travel opportunities and other exciting activities.
- Ongoing career opportunities.