

Job Purpose

Glacier FarmMedia, a division of Glacier Media, specializes in Agriculture Products serving Farmers and Agri-businesses across Canada and Northern US. We are looking for a “Digital Campaign Coordinator” to help take our digital products to the next level. This position will be based in Winnipeg, Manitoba.

The Digital Campaign Coordinator’s core responsibilities include, but are not limited to, **trafficking of digital ad campaigns in Google Ad Manager which are displayed on our Glacier FarmMedia website properties**. Coordination of leaderboard and big box ad deliverables/IAB standards, following up with team members and clients regarding the status of insertion orders, creatives, reports, inventory, and general client inquiries. We are looking for someone who is interested in learning new digital applications, someone who is process-driven, and has administrative experience. Although there is heavy use of marketing tools, there are no social media-related tasks.

Duties and Responsibilities

- Review and approve all digital advertising order entries to meet our required deadlines
- Upload client creative ad material
- Prioritize requests from the digital sales team
- Monitor campaigns and ensure we meet our deliverables and viewability standards
- Verify the start and end time on all digital campaigns as well as track their deliverables
- Create reports on a weekly, monthly and ad hoc basis for management and sales team
- Able to cover during vacations and sick leave (cross training will be required)
- Recommend and implement efficiencies in the department workflow and seek ways to automate our reporting process
- Schedule and launch online ad campaigns in Google Ad Manager
- Work closely with client contacts to provide ad operations support and communicate status of campaigns, technical issues, launch delays, and delivery issues
- Assist our team with month end processing
- Assist with the management of the processes, system and projects that support the sale of digital advertising
- Collaborate with other departments to coordinate all aspects of campaign bookings to support communications with clients, agencies and partners
- Desire to learn about digital media industry
- Passion for digital advertisement
- Support with ad hoc projects as needed

Qualifications

- A University degree in Business Administration, Commerce, and Marketing preferred
- Minimum 1-2 years' experience in advertising or related field
- Experience with Google Ad Manager, Google Analytics, AdSpeed, DataStudio, HTML, MailChimp
- Proficient experience with Microsoft Office platforms
- Administration and numerical skills
- Attention to detail and highly organized
- Exceptional communication skills – both verbal and written
- Ability to critical think and problem solve independently
- Ability to work in a team environment
- High degree of initiative and willingness to learn

Working conditions

- Some remote work / office environment
- Location: Winnipeg, Manitoba

Please apply to hr@farmmedia.com or submit via job posting. If sending direct, you must include the job title in the subject line. All applicants must apply with a resume and cover letter clearly stating salary expectations, no later than August 30, 2022.

Glacier FarmMedia is committed to Diversity and Inclusion and aims to create a healthy, accessible, and rewarding work environment which highlights employees' unique contributions to our company's success. We are an equal opportunity employer; we welcome applications from all to help us build a diverse workforce which reflects the diversity of our team and communities. Should you need accommodation at any point in the process, please advise us.