



## Position Description

**Position title:** Digital Account Executive

**Reports to:** General Manager

**Who are Lexlab?** Lexlab simplifies the planning and execution of digital media and marketing so clients can focus on growing their business.

Our mix of data driven technology, local experience & specialist support helps agencies and business via:

- ✚ **Digital Media:** Accelerate brands via a digital multi-channel execution & automation integration.
- ✚ **Marketing Technology:** Speak to existing audiences quickly & easily using your unique technology mix.
- ✚ **Digital Transformation:** Establish & digitise everyday processes to maximise efficiency to not miss any more leads.

**Scope of Position:** Lexlab are currently looking for a highly motivated, ambitious Digital Executive who loves digital media and marketing.

In this role you'll build on your existing digital strengths to learn how everything works together to drive measurable outcomes for clients. To excel at this role, you will have a high attention to detail, excellent project management skills, an existing base of knowledge of running paid campaigns in either Facebook or Search and be super organised.

Day to day, you will be monitoring cross channel media campaigns, communicating with clients over the phone and email, planning and designing digital media campaigns, as well as undertaking a wide variety of duties supporting the Lexlab team. We need you to take pride in your work and really care about providing the consistently high level of service we hang our hat on.

In return, Lexlab will provide an amazing opportunity for career development within the rapidly evolving digital media, marketing & automation technology space. We will do everything we can to help you grow and develop your skills as you develop your career.

Bottom line is - you won't be grinding away in an excel worksheet 9-5, we need you to take ownership of your campaigns from end to end and add meaningful value.

So if you want to open up your career to a multitude of directions within digital marketing, the opportunities will be endless via this role. Simple!(ish)

## Duties

Whilst the following are the core duties for this role, there may be other tasks required to support the team:

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|---|---|
| <b>Operations / Trafficking</b>           | <ul style="list-style-type: none"><li>- Traffic campaigns in current and emerging digital platforms including Facebook / Instagram, Search, Display, PreRoll Video, YouTube, LinkedIn &amp; more.</li><li>- Tagging management including Pixel creation</li><li>- Dashboard monitoring to action goal-oriented optimisations</li></ul>  |
| <b>Insights &amp; Dashboard Reporting</b> | <ul style="list-style-type: none"><li>- Set up &amp; maintain real-time dashboards for campaigns</li><li>- Utilise automation software to boost campaign efficiencies</li><li>- Weekly insights &amp; optimisations.</li></ul>  |
| <b>Client Service</b>                     | <ul style="list-style-type: none"><li>- Take ownership of campaign communication and post campaign analysis / reporting.</li><li>- Support clients via email and phone while developing trusted relationships</li><li>- Assist in developing client strategies, proposals and processing campaign bookings</li><li>- Have a positive approach to problems knowing that we always have a solution.</li></ul> |
| <b>Planning &amp; Strategy</b>            | Utilise our strategy tool and previous campaign results to develop data & results-based client proposals  |
| <b>Marketing &amp; Communications</b>     | Assist team with management of Lexlab marketing communications and social media accounts  |

## Knowledge, Skills & Experience

These will evolve throughout your role, but the following base of knowledge is required:

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|-----------------------------|--|
| <b>Skills Required:</b>     | <ul style="list-style-type: none"><li>- Impeccable and demonstrable attention to detail.</li><li>- Excellent communication skills both written and verbal.</li><li>- Resourceful and proactive, able to problem solve on the fly</li><li>- Strong client relationships/building skills.</li><li>- Comfortable with learning new tech platforms, and a motivated approach to self-education</li><li>- Ownership of work, tackling multiple existing accounts and ensuring client service levels are always exceeded.</li><li>- Ability to take initiative and drive projects with minimal supervision (support will be provided)</li><li>- Strong interpersonal skills with the ability to make strong connections with both internal and external stakeholders.</li><li>- Thrives in a fast paced and small team environment</li></ul> |
| <b>Experience Required:</b> | <ul style="list-style-type: none"><li>- At least 1-2yrs in digital media in agency, client or publisher side.</li><li>- University degree preferred</li></ul>  |
| <b>Knowledge Required:</b>  | <ul style="list-style-type: none"><li>- Understanding of digital display, video, mobile, social, search, ROI, performance, programmatic.</li><li>- Strong skills in either Paid Social or Search.</li><li>- Understanding of the needs of advertisers and brands in digital advertising environments</li></ul>   |