



## DIGITAL CAMPAIGN MANAGER

### Permanent Full-time

Are you passionate about digital marketing and driven to deliver exceptional results for clients? Are you inquisitive by nature and eager to bring new ad serving solutions to market? Are you a business builder and enjoy being part of an innovative and dynamic team? Fantastic! This role could be the perfect fit for you.

We are seeking an enthusiastic and experienced **Digital Campaign Manager** to join our team and spearhead marketing endeavors for our valued clients. In this role, you will play a pivotal part in supporting our clients' business by crafting and implementing innovative digital marketing strategies and programs to drive success and sustainable growth. You will work closely with our Sales, Marketing, and Creative Services teams to bring winning campaigns to life. You will play a pivotal role in the launch of our Connected TV strategy.

The successful candidate has experience in digital marketing fundamentals ( PPC, Social, Programmatic ) can execute and monitor campaigns on platforms like Google Ad Manager, DV 360, Facebook Ad Manager and similar. You have knowledge within the CTV landscape.

#### Why Channel Zero:

- **Diverse and Innovative Portfolio:** Join a forward-thinking, independent Canadian media company that boasts a recognizable brand line up anchored by local news focused sites chch.com and brantbeacon.ca and broadcast television properties CHCH-TV, Rewind & Silver Screen Classics. Our Junction Digital product suite offers clients access to cutting-edge marketing solutions across various digital platforms and trading desks. Our Connected TV platform is gearing up to launch and you will play a role in its success.
- **Impactful Role in Strategic Marketing:** As a digital ad operations professional, you'll collaborate with the Sales and Creative Services team to develop, execute and monitor digital marketing programs for our clients. Your contributions will directly influence the growth and produce results for our clients' businesses.
- **Collaborative Environment:** Engage in a collaborative work culture where your ideas are valued and where you'll work closely with the Sales, Marketing, Programming and Creative Services teams. This collaboration will allow you to leverage your digital marketing expertise while working hand-in-hand with colleagues to achieve exceptional results.
- **Hamilton or Toronto Based:** This role can be headquartered in either our Hamilton or Toronto Ontario office locations. We can design flexible work arrangements to create a role that balances the needs of the business with the uniqueness of your lifestyle
- **Professional Growth & Development:** Channel Zero values professional growth. Here, you'll have access to ongoing learning opportunities, career development initiatives, and the chance to refine and expand your digital marketing skill set within a supportive and encouraging environment.
- **Competitive Benefits and Compensation:** Channel Zero values its team members and offers competitive benefits and compensation packages

#### Responsibilities:

- Collaborate closely with the Sales team to comprehend client objectives and develop tailored digital marketing strategies



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- Build and execute digital marketing campaigns across Google Ads, Social Media, Programmatic Advertising, Google Ad Manager, and other platforms
- Serve as the key liaison between sales team and clients, ensuring seamless communication and a deep understanding of client requirements to provide outstanding service
- Analyze campaign performance metrics, provide insightful reports, and offer strategic recommendations to optimize campaign effectiveness.
- Manage reporting to assist Accounting with client invoicing and reconcile supplier invoices.
- Stay abreast of industry trends, tools, and best practices, applying this knowledge to enhance campaign performance and client satisfaction.
- Provide perspective and opinion on existing software platforms and 3rd party suppliers. Provide valuable input to decisions being made around new platform adoption, new supplier partnerships and other strategic decisions as they arise
- Attending client meetings as required and demonstrating the capability to take the lead on specific aspects of these discussions.

#### Requirements:

- Proven 3 to 5 years in digital marketing with a focus on campaign development and management and client support.
- Proficiency in managing digital advertising campaigns across various platforms such as Google Ads, Google Ad Manager, Facebook Ad Manager, Google DV 360 and Amazon Ads. Familiarity with SEO, Content Marketing, website UI/UX.
- Strong analytical skills to interpret data, derive actionable insights, and make data-driven decisions.
- Exceptional communication and client management abilities that have built and maintained strong relationships with clients and internal stakeholders.
- Strategic thinking and problem-solving skills with a keen eye for detail and a proactive approach to client needs.
- Excellent presentation skills. Good team player. Collegial in the workspace.
- Candidates with knowledge and experience in the Connected TV space will be given added consideration

**Quoting ref# CHZ-DCM-06-2024, please send résumé and covering letter with salary expectations to: [careers@chz.com](mailto:careers@chz.com)**

Channel Zero Inc. is a member of the Channel Zero group of companies and along with its subsidiaries, affiliates, and related companies is dedicated to diversity in its workforce. We are committed to attracting, developing and retaining qualified individuals from typically underrepresented groups; candidates may elect to self identify as a member of a designated group. We want to reflect the diversity of the many communities that we serve, and thus provide a safe and equitable opportunity for all. Please note that all qualified candidates are encouraged to apply but applications from Canadians and permanent residents will be given priority. We thank all applicants for their interest; however, only selected candidates will be contacted. No telephone calls or agencies please. If you require accommodations at this or any stage of the recruitment process, please inform us as soon as possible by sending an email to [careers@chz.com](mailto:careers@chz.com)

#### About Channel Zero Inc.

Channel Zero is an independent Canadian media company that owns over-the-air channel CHCH-TV and specialty channels Rewind & Silver Screen Classics. CHCH.com, brantbeacon.ca and the companion Social extensions of these provide millions with credible news content. Channel Zero's digital sales agency Junction Digital offers advertisers marketing solutions on our owned and operated websites plus Google Ads, DV 360,



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Amazon Ads, Meta and other platforms. The film division of Channel Zero features Ouat Media, an Academy Award® winning film sales and distribution company, and Channel Zero Studios, a creative production arm that brings scripted and unscripted projects to life with innovative partnerships. Channel Zero's head office is located in Toronto. For more information, please visit [chz.com](http://chz.com)



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