



Digital Marketing Manager

About Us

TCAA is an independent, full-service advertising agency with deep roots in media planning, media buying, and digital media (minus what you've come to expect from traditional ad agencies). We don't chest-thump, self-promote or seek the limelight. We don't use jargon or ad speak. We're not arrogant or political and our hallways aren't filled with here-today-gone-tomorrow employees. Instead, you'll find experienced media execs who have learned a thing or two about client service. This experience and expertise has fueled TCAA's growth from a regional agency to a national agency that knows the meaning of great service.

About the Job

The Digital Marketing Manager position requires outstanding communication and computer skills as well as an in-depth understanding of digital marketing and advertising. Candidate must be self-motivated, mature, decisive, and possess exceptionally strong attention to detail. The ability to communicate persuasively both orally and in writing is vital. Candidates must be highly proficient with Microsoft Excel. A car is required for commuting due to the location of our office in Dedham, Massachusetts.

Position Responsibilities Include the Following:

- Work with agency management to develop and execute digital campaigns for multiple clients
- Management and analysis of website analytics and ad server report data for multiple clients
- Work with agency management to build a cross-platform media infrastructure to support new business opportunities
- Creation of client presentations
- Management of client websites
- Facilitate, organize, and manage online ad trafficking
- Additional duties may be assigned

Qualifications

- Two years of digital media work experience or a related bachelor's degree
- Thorough understanding of digital advertising concepts and ad serving
- Public speaking experience
- Strong quantitative and statistical analysis skills

Contact Information

Qualified candidates are encouraged to submit a resume with cover letter to careers@tcausa.com . Learn more about TCAA at www.tcausa.com.