



Digital Producer

A Digital Producer at Cannonball is dedicated to managing all digital efforts on behalf of assigned client(s) as they move through the agency. The ideal candidate should have 3+ years of experience managing digital client projects and campaigns in the following digital channels:

Website & Mobile App Development – Creation of Timelines, Understanding of Functionality Requirements (Including CMS Websites), Scope Changes, Tracking of Client/Creative/Development Deliverables, Quality Assurance Testing/Ticket Creation

Email Marketing – Creation of Timelines, Tracking of Client/Creative/Development Deliverables, Send Tests and Approval Tracking

Social Media Campaigns – Tracking the Creation of Content Calendars and Social Ads, Tracking of Client/Creative/Development Deliverables, Landing Experience Creation, Approval Tracking and Metrics Delivery

Display Media Campaigns – Creation of Timelines, Tracking of Client/Creative/Development/Media Trafficking Deliverables.

Search Marketing Efforts (SEO/SEM) – Creation of Timelines, Tracking of Client/Search Specialist/Copywriter Deliverables, Approval Tracking and Metrics Delivery

Knowledge of the digital development process is critical to this role in order to interface with our development teams. A firm understanding of digital marketing tactics and the deliverables associated with them is also required for success in this role.

A firm understanding of the metrics associated with the above digital marketing tactics would also be helpful in order to provide clients with summaries on performance as campaigns are in motion and undergoing optimization.

Summary of essential job functions

- Managing client digital programs across agency and external resources
- Budget tracking in both out-of-pocket costs and agency hours
- Self-manage to ensure campaigns perform to client goals
- Continual report gathering with insights for optimization recommendations
- Consulting and managing clients on their required deliverables for campaign success

ALL Cannonball positions demand:

- Exceptional communication abilities, both written and verbal
- Both independent and team work
- Self-motivation and a willingness to always be learning more
- An entrepreneurial spirit
- Resourcefulness
- Being service oriented
- Dependability
- Discipline and drive to stay on time and on budget
- Solid proofreading skills

- Comfort in a fast-paced environment, with the ability to multi-task
- Flexibility in handling a wide range of tasks and duties
- High organization with an attention to detail, while keeping in mind the big picture
- Current computer, software and technology knowledge
- A creative mind and problem solving skills
- Passion for great creative work and the patience to nurture its development
- Willingness to jump right in wherever needed in the agency.... Cannonball!

Minimum qualifications

- Bachelor's Degree in Business, Journalism, Advertising, Communications or Marketing
- 3+ years of cumulative project management experience (must have 1+ years of experience with each of the following: web development, email marketing, social marketing, online display advertising, and search marketing)
- 3+ years of client management/relationship experience in a fast-paced environment

Preferred qualifications

- Experience managing deliverables for marketing automation platforms
- Experience managing deliverables for digital advertising including display and social
- Experience with measurement tools and points of data used in digital marketing reporting

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Cannonball provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

TO APPLY: Please email your resume to Kris Hoelscher, HR Manager at kris.hoelscher@cannonballagency.com