



Lima Bean is a division of Mindvate (Pty) Ltd

Reg No: 2005/005418/07

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Position: Digital Traffic & Campaign Manager

Team: The Yard Effect, A Division of Lima Bean

Overview:

We are looking for a new team member to drive the day-to-day operations, traffic & campaign management for TYE. The ideal candidate for this position is a self-starter with a keen eye for detail & design, and a willingness to get their hands dirty. This role is multi-faceted and blends team and campaign management with design production and data analysis. The candidate will report directly to the Product Owner and will hold client relationships with most key accounts.

Your Role:

Day-to-day

- Day-to-day Management of key accounts & projects
- Assigning new briefs on Jira Software Management
- Handling the communication between relevant team members, client and the Product Owner
- Managing daily schedules of team members
- Overseeing project/brief resources
- Analysing campaign data
- Daily status meeting

Key Responsibilities

- Co-ordinating campaigns and projects from concept to live
- Managing campaign budgets with relevant third parties.
- Analysing campaigns and generate weekly and monthly reports
- Managing the day-to-day campaigns, briefs and projects and keeping the various stakeholders in the loop.
- Building effective client and team relationships

Required skills

We're looking for an all-rounder with creative flair and the organisational skills to flourish in a fast-paced, agile environment. We require this person to build strong client and team relationships, while delivering thorough, detailed work. We will require basic design and copywriting skills to assist in the briefing and revert process.

Directors:

Hagen Albert Rode (B.Bus.Sci IS)

Spiro Chronis Malamoglou (B.Bus.Sci IS)

Steven Paul Langley (B.Bus.Sci IS)

Qualifications & Experience

- A minimum of at least 3 years experience as a key account manager or traffic manager
- Solid digital marketing experience or exposure and an understanding of content production and the design process
- Knowledge of Social Media and Analytics platforms
- Excellent communication skills and willingness to build strong client relationships
- Previous agency experience beneficial
- Copywriting skills beneficial

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