



## **Job Description: Campaign Manager**

### **Company Overview:**

R-Squared Digital South Africa is the South African Partner of adMingle and Social Internet; a company providing Influencer Marketing solution in 15 countries across the Globe. With adMingle's Influencer selections, and Social Internet's proprietary technology offerings, we offer a wholistic digital marketing service.

adMingle enables brands to reach, manage and understand their target audience effectively by having selected micro influencers, bloggers, trendsetters and celebrities create positive organic engagement, thereby increasing their reach, visibility and impact.

The best brand ambassadors for a brand are its satisfied customers, social media followers and employees. Social Internet provides the unique technology to allow them the opportunity to create positive engagement online around brands. To our knowledge, no other technology can transform inactive and active customers and audiences into brand ambassadors. Detailed campaign and customer journey metrics will assist our clients in strategically defining their brand management and strategy, along with driving your market research.

### **Position Overview:**

This purpose of this role is to execute all adMingle and Social Internet from inception to completion.

### **Principal Duties and Responsibilities (Essential Functions): Campaign Management:**

- Create a timeline plan highlighting goals and managing campaigns from start to finish.
- Doing a timeline 'plan' highlighting timelines and goals - Operations Manager to sign off.
- Pre-production preparation before going live with campaign, this includes: getting all the assets, writing the brief, chasing for all the collateral.
- Writing ad copy with aided support and approval from creative staff.
- Campaign execution and monitoring - making sure campaigns are closed off, that targets are being met and budgets are being managed.
- Pulling data for reporting and setting deadlines.
- Doing reports on all campaigns.
- Executing - setting up campaigns in the system, interacting with influencers, feeding back to Operations Manager about progress etc.
- Following up - making sure influencers meet deadlines.

### **Required Skills:**

- Minimum 2 years of experience in a relevant field, ideally in the Marketing industry.
- Proficient with Microsoft Office tools.

Applications that do not meet the criteria will not be screened.