



*All Your  
Advertising  
Needs In  
One Place.*



## **About Connect & Drury Southwest Signs**

DSW SIGNS and Connect Digital Marketing are based in Cape Girardeau, Missouri, and together are a full service out-of-home and online advertising company. Offering access to online advertising, marketing strategies, platforms, and trends in addition to our 900+ high profile outdoor bulletins.

### **Job Title      Digital Project Manager**

#### **I. Job Summary:**

The Digital Project Manager is responsible for overseeing and facilitating all digital advertising purchased by current or prospective clients. Working closely with the digital sales team, vendors, and backend support staff, the Digital Project Manager will see through to completion the creative, placement, targeting and reporting in association with: 1) website builds, 2) social media management, 3) social media advertising, 4) OTT etc.

#### **II. Reports To**

General Manager of DSW Signs/Connect Digital Marketing and Marketing Director

#### **III. Essential Duties and Responsibilities:**

- Oversee and maximize digital advertising campaigns including inventory, pricing, and placement
- Assist the Digital Sales Specialist to grow digital revenue and drive new business
- Assist the sales team with the development and implementation of effective digital marketing solutions for a wide range of clients
- Ensure all digital marketing materials are up-to-date and assist the team with building digital solution proposals
- Work with the sales team to integrate digital solutions with traditional concepts and possibly other media buys
- Attend client meetings with the sales team as they present and explain complex digital solutions in simple, easy to understand language to clients, media buyers, advertising agencies and other key decision makers
- Work with sales team to achieve client goals and implement the sales strategies into actionable plans
- Coordinate between vendors and the sales team
- Ensure digital campaigns are set up properly for success utilizing all campaign tracking tools
- Serve as an in-market expert for digital marketing and media
- Follow online, mobile, OTT and social media marketing trends, emerging technology, and the competitive landscape
- Introduce new digital marketing products and services in sales training meetings



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- Develop organizational strategies to effectively manage the campaigns that are sold by the Digital Sales Specialist and assist the team in creating a plan to achieve key performance indicators

#### **IV. Knowledge, Experience, Qualifications**

- Must have prior experience in digital advertising project management
- Must be knowledgeable in the purchasing, use, and implementation of the following but not limited to:
  - SEO
  - SEM
  - Reputation Management
  - Social Media Platforms
  - Email Marketing
  - Website Builds
  - OTT
  - YouTube
- Must be a self-starter and enjoy challenges and is willing to work diligently
- Must maintain a professional appearance and be presentable and professional in manner
- Must be able to display personal and professional integrity
- Must have basic computer skills and able to use general Microsoft Office programs, with the ability to learn new programs in a timely manner
- Must pass background check
- Must have a valid state issued driver's license clear of any moving violations

#### **V. Key Personal Characteristics**

- Dependability – Job requires being reliable, responsible, and dependable, and fulfilling obligations
- Integrity – Job requires being honest and ethical
- Organizational Skills – Job requires attention to detail, thoroughness, and the ability to Multi-task
- Attention to Detail – Job requires being careful about detail and thorough in completing work task.
- Cooperation – Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.
- Communication – Requires excellent written and verbal communication skills

**Job Types:** Full Time, pay determined by experience

**Qualified Candidates should send their resume and portfolio to:** [outdoor@dswsigns.com](mailto:outdoor@dswsigns.com)