

Working at Datafy is different.

It really is. Read on if you want to work somewhere that truly puts your personal happiness ahead of everything else:

Besides the fact that Datafy is a rocket ship of growth that is highly profitable, self-funded, beloved by clients, and full of opportunity ... it is also the best place you will ever work in your entire career! **Why?**

Because our primary goal, perhaps even **the reason we exist as a company, is to help our employees enjoy their life more.** At Datafy, we believe that if we find the best people, with the most talent, and provide great wages and benefits amidst a safe, friendly, financially strong, challenging, fun, interesting, and healthy place to work ... that the end result is magic! Helping our team increase the love they have for life will spill over into the quality of their professional relationships and work product. What a combo! **At Datafy, our people are our product;** we focus on them first. Always. So let's talk about the actual job now.

As a **Junior Digital Advertising Strategist**, you'll be supporting key strategies around data-driven reporting and digital advertising campaign execution. You will work with the VP of Digital Advertising and Customer Experience teams, supported by our Advertising and Tech teams to keep the gears turning and advertising projects moving on schedule. The best fit here is someone honest, kind, hard-working, articulate, engaging, charismatic and with an entrepreneurial spirit.

The right person for the job is excited for the opportunity to learn and grow in the data and digital advertising space, is detail-oriented and well organized, and passionate about the travel and tourism industry.

What else?

The Mandatories:

- Experience in a project management, media buying, data reporting/analytics, or advertising strategy role, preferably related to Tourism or DMO marketing.
- Knowledge of digital marketing, including Search, Social & Programmatic media, required.
- Able to create, read, analyze, contextualize, and present detailed media reports based on unique campaign goals and strategies.
- Able to read and analyze complex data to develop and optimize detailed campaign strategies to reach target goals and meet KPIs.
- Ability to manage a variety of KPIs and work with ad operations teams to deliver within or above our benchmarks for campaigns.
- Works well with internal teams with mixed levels of digital advertising knowledge.
- Communicates clearly and effectively with clients and Customer Experience teams.
- Detail-oriented and organized.
- Excited to develop company benchmarks and innovate in our data and ad tech space.
- Passionate about your work.
- Excellent communication skills using all methods.
- Flexible when presented with challenges, and able to easily hop between varying, detailed tasks fluidly.
- Associate's or Bachelor's degree in marketing, advertising, communications, or similar work experience preferred.

The Mandatories (continued):

- Experience with basic advertising and reporting required (for example, Google Analytics, Google AdWords, Paid Social, etc).
- Experience working in project management systems required (we use Monday.com).
- Proficient with G- Suite (Google Sheets, Slides, etc) and Excel.

A Sample of Your Role:

- Be the liaison between the Customer Experience (CX) team and Ad Operations/Tech to get all optimizations and campaign requirements implemented.
- Develop and help execute campaign strategies and proposals (media plans) from concept to contract for existing clients.
- With the help of the Advertising Coordinator, ensure campaigns launch on schedule and remain on pace and within target KPIs.
- Own campaign strategies and advise on adjustments at regular reporting intervals.
- Oversee campaign reporting processes, finalize and help build reports as needed, and present wrap reports on client calls with the CX account executive, if necessary.

A Day in the Life at Datafy:

- We generally work 9 – 6 pm or so, Monday through Friday on a 9/80 schedule where every other Friday is OFF. For our HQ teams, we currently have a hybrid schedule after training, with the option to work Wednesday and Friday remotely.
- We value disconnection and encourage using paid time off. We offer a generous amount of paid holidays, and Datafy pays for 100% of your health insurance premium.
- We are growing and our product roadmap is exciting! This means a lot of opportunity to grow, learn, progress and build the career path you want.
- We genuinely love working with each other. Our team is devoid of politics. We support, cheer for, help, encourage and work hard together. Not meant to be a cheesy cliché, but the goal of the company is for each person to find everything they need here; professional and personal growth with financial opportunity and progression, genuinely enjoying who they work with every day ... all while working on challenging and interesting things. We hope it is the perfect combo!
- FINALLY ... and this is important. We won't hire anyone who doesn't read this last paragraph and then mentions this mantra in their application. What is that mantra, you say? It's "Life isn't work and work isn't life." Since you've made it this far, we are genuinely excited to learn more about YOU!

Email resumes to carla@datafy.com.