



## Job Description – Media & Performance Specialist

---

### Overview

Spinach is a fully integrated, Melbourne based agency that brings together a broad range of experience, services, capabilities and tools across media, creative, strategy, brand, social, production and more.

For almost 25 years we've been helping clients to grow stronger, to grow with purpose and to grow with pride. We've done it for some of Australia's biggest brands, retailers and start-ups by creating work that makes a difference and moves the dial.

In today's data driven world, we believe in the power of creative, media and production working together to create meaningful connections with consumers.

We believe that a supportive, diverse and inclusive culture leads to stronger employee retention, innovative thinking and ultimately, better results for our clients.

When people feel safe, healthy and happy they're free to do great things. At Spinach, we proudly partner with **Sonder.io** to provide world class care for the health, safety and wellbeing of our employees and their families.

### The role

We are looking to build our media team, and we are on the lookout for a Media & Performance Specialist.

The role is focussed on a broad range of tasks covering, Finance & Administration, Performance Digital media, SEM and an opportunity to learn about Traditional media.

### Immediate Responsibilities

- Assist in the running of all media campaigns
- Ensure all campaigns start and end on their due dates
- Track campaigns from a spend, pacing and performance
- Set up, monitor and optimise across social campaigns (Meta and TikTok) and Programmatic (YouTube, BVOD, Display, Audio, Native)
- Create and Manage SEM campaigns (strategy, implementation and optimisation)

- Scope to assist in Traditional Media requirements (trading/data entry/reporting/PCRs)
- Finance reconciliation for monthly invoicing

## Short to Medium Term 6 Months onwards

- Have ownership of smaller campaigns; set up and run media campaigns from start to finish
- Set up and optimise performance of SEM campaigns (following Google best practices)
- Write analysis and insights of media performance
- Build out recommendations for media campaigns based on previous experience and backed up data.

## Reports to

Connections and Investment Manager and Connections and Investment Director.

## Skills Required

- Impeccable attention to detail
- Professional conduct and work ethic (phone, email, presentation)
- Highly organised
- A sense of ownership on work (seeing a job through to the end)
- Ability to question things you're not sure of
- An innate sense of curiosity and willingness to work to make things better
- Initiative to solve problems
- Willingness to learn and try new things
- Proactive with Learning and Development, desire to improve and progress

## Training

Training and development are an important part of our philosophy and ensure everyone has a professional development program. The successful applicant will be trained in all aspects of the role including their own management skills, spanning the tools listed below.

- Excel
- Google accreditations
- Facebook accreditations
- TikTok accreditations
- Implementing and testing tags
- Data research and interpretation
- Job Bag – Finance and Project Management tool
- Rubii Reporting
- High Performance Mindfulness and Strengths coaching

## Skills and Certifications Desired

- Meta buying certification
- Google Ads certification
- Google DV360 certification or alternative DSP.
- Google Analytics experience (not essential but favourable)
- Time Management (able to work on multiple projects and in a fast-paced environment)

## Individual Development Plan

The successful applicant will be provided with a clear roadmap to increased capabilities and skills. This will also include clear guidelines on expectations for salary reviews and increases.

Spinach is committed to quarterly reviews and investment in people.

## People Philosophy, Flexibility & Hours

Spinach has industry leading policies including parental leave and inclusion. We are looking for someone who is passionate about Marketing and Advertising, and is outcome focussed.

The position is permanent full time, in the office 4 days, with flexibility to work from home on Fridays.