



Iliad Media Boise, LLC dba Impact Radio Group

Are you interested in a high impact career in marketing?

Iliad Media is looking for dedicated and experienced individuals to create and execute multimedia marketing campaigns. The ideal candidate for this position will enjoy strong marketing and project management skills.

At Iliad Media you'll find an employer focused on developing and enhancing your skills while creating paths to assist you in reaching your goals, both personally and professionally. We've fostered a collaborative work environment where feedback is valued from every employee. We are dedicated to helping our community and assist with over 60 charities a year!

Iliad Media is offering a unique and rewarding career as a Campaign Manager. As a Campaign Manager you will oversee the post-sale process of implementing radio, digital, and social media marketing campaigns.

What Iliad Media offers

- A positive work environment where work and home life balance is encouraged
- Supportive co-workers and management
- Respectful communication amongst co-workers and clients is a high priority of Iliad Media
- We utilize Workplace by Facebook to stay in touch as a company with all departments, highlighting wins, birthdays, work anniversaries and need to know updates
- Utilizing vacation time is encouraged, with backup while you are out, so you can truly unplug
- Opportunity to work with top rated radio stations and expansive digital offerings
- Competitive compensation and benefits plan
- Iliad Media covers 100% of employee medical insurance and 25% of dependants
- 3% match 401k
- Flex plans for medical and dependent care
- Recognition and reward for outstanding performance
- Consistent weekly highlights in sales meetings for personal and team wins
- Team gatherings for hitting exceptional performance benchmarks
- Opportunity for upward mobility

Primary Responsibilities of the Campaign Manager

- Execute multimedia marketing campaigns
- Act as the primary post-sale contact internally and externally
- Ensure timely, accurate, and successful delivery of campaign components
- Assist in compiling and fine tuning marketing campaigns
- Manage production processes for radio scripts, digital ads, and social post content to be created
- Work with radio station Program Directors to execute client radio promotions
- Write client related facebook content to be posted on radio station pages
- Deliver creative assets to sales team for client approval
- Traffic approved ad content to go live
- Analyze, interpret and report on available analytics for live campaigns
- Make suggestions to optimize/improve campaign performance
- Create/provide campaign recaps
- Lead client on-boarding sessions for select digital software

Characteristics and Skills Required to be a Campaign Manager

- 2 years + experience in a campaign management role in the advertising/online media space
- Knowledge of digital analytics, such as Google Analytics, with the ability to make suggestions in order to improve campaign performance
- Knowledge of digital specific terminology
- Organized and capable of managing many projects simultaneously
- Strong attention to detail
- Ability to work in a fast-paced environment and meet deadlines with minimal supervision
- Ability to work with teammates in a positive and collaborative fashion
- Ambitious and self motivated
- Accountable
- Committed to personal and professional growth
- Coachable
- Strong written and verbal communication skills
- Technologically savvy
- Ability to manage time efficiently
- Excellent customer service skills
- Confidence
- Creativity
- Positive attitude / outlook on life and work
- Healthy desire to be competitive in the building and in the market
- Desire to be part of a growing and innovative company

Send resume to jobs@impactradiogroup.com Attention: Brian Harm

“We are an Equal Opportunity Employer. It is our continuing policy to afford equal employment opportunity to qualified individuals regardless of their race, color, religion, sex, or sexual orientation, national origin, age or physical or mental disability, veteran or disabled veteran status, and to conform to applicable laws and regulations. We solicit assistance on these openings and future openings. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.”