



BSE GLOBAL JOB DESCRIPTION

Title: Manager, Performance Media

Department: Team Marketing

Reports to: Director, Premium Marketing

Date: February 2020

Summary

The Manager, Performance Media is responsible for planning, building, optimizing and reporting results for industry-leading performance media marketing, with particular focus on paid social, display and SEM. This candidate will lead BSE Global's paid digital efforts with job performance anchored in KPIs related to driving online revenue for plans and individual tickets.

Essential Duties and Responsibilities

- Plan and execute paid digital campaigns with a focus on display advertising, retargeting, social media advertising, lead generation and SEM that drive single game tickets sales, premium sales and plan memberships.
- Lead campaigns from planning to execution and beyond to meet key performance metrics driving ticket sales
- Constantly optimize marketing activities to improve ROI
- Allocate budgets and analyze and recommend modifications to ad spends
- Collaborate with creative and analytics teams to guide A/B testing, incrementality tests and spend scaling tests for online campaigns
- Optimize marketing budgets to maximize CPAs and ROAS and efficiently scale new customers
- Inspire with out-of-the box thinking and fresh innovative ideas to reach targeted audiences.
- Assist in management of annual budgeting process and reconciliation, including overall maintenance of Nets' advertising/promotion budget.
- Available and willing to assist on any game-day responsibilities and willingly take on other duties and tasks as assigned.

Education and/or Experience

- Bachelor's degree required
- 3-5 years of SEM, paid social and performance display experience and strong track record in execution and implementation of successful digital strategies

Knowledge/Skills/Abilities

- Experience developing and executing fully integrated marketing campaigns, and the ability to objectively analyze results
- Strong analytical and numerical skills, logical thinker and high attention to detail
- Knowledge of bid management platforms

- Keen attention to detail, strong conflict resolution, problem solving and decision-making skills;
- Superior communication skills – both verbal and written
- Flexible and reliable standout colleague, always acting in the best interest of their department and the company as a whole
- Ability to create and maintain productive, positive relationships through strong communication and interpersonal skills
- Demonstrates a strong ability to manage one's own time and prioritize tasks when given clearly defined goals and objectives;

Travel Requirements

May be required to travel on rare occasions (<5% travel); trips may require air travel and/or overnight stay for one or more nights.

Work Environment

Works primarily in an office environment but is expected to attend games and other events on evenings, weekends and holidays.

We are an Equal Employment Opportunity ("EEO") Employer. It has been and will continue to be a fundamental policy of the Company not to discriminate on the basis of race, color, creed, religion, gender, gender identity, transgender status, pregnancy, marital status, partnership status, domestic violence victim status, sexual orientation, age, national origin, alienage or citizenship status, veteran or military status, disability, genetic information or any other characteristic prohibited by federal, state or local laws.