

Technical Implementation Manager

Media Innovation Group

The Media Innovation Group (MIG), a WPP company, develops technology products that help agencies and advertisers improve the process of planning, buying, trafficking and optimizing digital media advertising campaigns to generate long term business value. The MIG's proprietary flagship offering, Zeus Advertising Platform (ZAP), is the industry's most robust multi-channel digital advertising technology platform solution. Founded upon a unified data management platform, ZAP powers the MIG to help clients better connect, analyze and action all digital consumer touch points and optimize digital media campaigns across display, search, video and mobile. The MIG's digital advertising optimization service is the leading agency offering for acquiring and optimizing digital advertising. The MIG has offices in New York and London, and operates globally. Please visit www.themig.com for more information.

Join Us:

The MIG is looking for a technical implementation manager to help develop strategic relationships within world-class media agencies. As a technical implementation Manager you will be responsible for working directly with advertisers and agencies to discover and implement solutions. Most implementations will have some commonalities, but all will be unique. You will need to think quickly, assess situations, be diplomatic, be assertive and be clever. This is a hands-on role where you will be responsible for designing, implementing and tracking solutions. You will collaborate with a group of quick witted (and sometimes hilarious) coworkers and clients whom are all passionate about digital media. You will engage with our clients in professional and social settings, build relationships and define and implement products which make us indispensable to WPP agencies. This is a high profile position with a wealth of opportunities for growth professionally and personally. We believe in the power of digital media to transform the way businesses and consumers can interact. You must believe as well.

What you will do:

- Wear jeans to work occasionally, sport khaki pants and a logo'd golf shirts when meeting with the engineering team and don a suit (no tie) when necessary for key client meetings
- Some coach class travel to non-exotic locales may be required

What you will need:

- 5+ years in digital marketing, preferably hands-on
- Demonstrated success in managing large client engagements
- Experience in digital media, technology, web analytics

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A Major Plus:

- Sense of humor
- Experience with Flash and ActionScript
- Technology and/or Software product management experience
- Agency/large advertiser experience

Location: New York

We offer:

- Highly competitive compensation commensurate with experience
- Generous Paid Time Of
- Medical and dental insurance
- 401(k)
- Flexible Spending Plan
- Friendly Fun, Diverse, Hard Working Environment

Please send all resumes in Word format to molly.mackey@themig.com