

JOB DESCRIPTION

ROLE: Digital Solutions Associate

LOCATION: NYC

SALARY: \$60-85k



GROW

ABOUT US_

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At Talon, our mission is to unlock the full potential of out of home, making it more effective, creative, measurable and sustainable than ever.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry. In just over a decade, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 450+ people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry. We hire the finest talent to help us unlock the full potential of the Out of Home (OOH) environment for our clients; and pride ourselves on the individuals who represent our business.

OUR VALUES AND HOW WE WORK TOGETHER_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none">• We embrace change• We challenge respectfully• We lead the way	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none">• We value collaboration and togetherness• We are empathetic• We embrace individuality	<p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none">• We grow and learn• We are trusted• We are mission possible

THE ROLE_

Talon has a great opportunity for a bright, confident individual with an analytical mind and can-do attitude to work within in our fast-growing Digital Solutions team. This role will make an important contribution to supporting the team's mission to enable Talon's clients and partners to super-charge programmatic DOOH advertising through smart, strategic use of audience data and technology platforms. This individual should be curious, organized, detail oriented, and eager to learn and contribute to the fast paced and growing digital solutions team.

ABOUT DIGITAL SOLUTIONS_

The team responsible for educating and inspiring Talon's existing and prospective client base about the opportunities created by advanced, programmatic and data led OOH advertising. Digital Solutions creates and presents strategic campaign recommendations and oversees campaign and project delivery against out of home campaigns running programmatically. The team also represents Talon's audience targeting solution, Ada. With a large technical foundation, our team is both product minded and client-facing with strong communication and organization skills. To serve and delight our clients, we collaborate closely with our internal software and product teams, as well as external data and inventory providers, to continuously evolve our capabilities and offering.

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RESPONSIBILITIES AND RELATIONSHIPS_

The Digital Solutions Associate, will be an expert in Talon 's products and solutions and take responsibility for all aspects of the end-to-end process of creating, delivering, optimizing, and reporting on client projects.

Key responsibilities include:

- Develop a thorough understanding of Talon 's proprietary technology stack including Ada, Talon 's DMP, & Atlas, Talon 's DSP.
- Work closely with Talon 's inventory and SSP partners to produce strategic and well-designed programmatic media plan proposals for internal teams and clients.
- Build and traffic programmatic campaigns within Atlas, Talon 's DSP.
- Monitor campaign delivery and analyze programmatic campaigns to ensure timely and efficient delivery for clients.
- Troubleshoot campaign delivery issues with SSP and inventory partners, and the Atlas product team, as needed.
- Create and deliver timely standard and custom campaign reporting, as needed.
- Support Digital Solutions team by assisting in email communication with account teams, pulling delivery reports, building proposal slides, and liaising with partners.
- Ensure internal processes are followed and project trackers are accurate and kept up to date.

CORE SKILLS AND EXPERIENCE_

- Work experience in media and programmatic tools and technologies (DSPs, SSPs, etc.)
- Familiarity and knowledge of the media agency landscape
- Familiarity with out of home and/or digital advertising channels
- Proven experience working in a fast-moving, client-centric environment
- Self-motivated and enthusiastic
- Naturally solution and resolution focused
- Advanced knowledge of Excel and PowerPoint
- Highly organized, self-motivated and pro-active

BENEFITS INCLUDE

401K with employer matching	Enhanced paid family leave
Life Insurance	Birthday leave
Health, dental and vision	Voluntary/Charity leave
Generous PTO	Regular all staff educational workshops
Feel Good allowance of \$50 per month	Training allowance
Smarter Working (hybrid working, early Friday finish, and summer hours!)	Phone allowance