



JOB DESCRIPTION

ROLE: Associate, Digital Campaign Operations

LOCATION: New York, NY

SALARY:

ABOUT TALON GROUP

Talon was established in 2012 with the ambition to create a global Out of Home (OOH) agency providing uncompromised advice and service for our clients. Today we are a high growth independent full service OOH agency with a team of over 230 people globally.

Together we are dedicated to driving client value through a combination of teamwork, expertise, creativity, data and proprietary technology. We are agile and entrepreneurial our simple philosophy enables us to deliver outstanding work.

There's never been a more exciting time to be involved with OOH and we're excited about the next chapter.

OUR VALUES AND HOW WE WORK TOGETHER

| WE ARE BOLD_ | WE ARE HUMAN_ | WE ARE SMART_ |
|---|--|---|
| As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships | We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return | Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients |
| <ul style="list-style-type: none">• We embrace change• We challenge respectfully• We lead the way | <ul style="list-style-type: none">• We value collaboration and togetherness• We are empathetic• We embrace individuality | <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 Digital OOH 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, digital 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 and/or with an audience targeted component. The team also supports other "digital" areas including attribution, measurement, cross channel targeting, and more. With a large technical foundation, our team is both product minded and client-facing with strong communication and presentation skills. To serve and delight our clients, we collaborate closely with our



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internal software and product teams, as well as external data and inventory providers, to continuously evolve our capabilities and offering.

RESPONSIBILITIES

The Associate Digital Campaign Operations will be an expert in Talon's products and solutions, managing the end-to-end process of creating, launching, and optimizing digital advertising campaigns, ensuring timely and efficient delivery for clients.

Key responsibilities

- Develop and maintain a deep understanding of Talon's proprietary technology stack (Atlas, including data, technology, and measurement)
- Work closely with Sales and Marketing teams to understand client needs and develop tailored solutions for internal teams and clients.
- Build strong relationships with SSP partners to produce strategic and well-timed programmatic campaigns to ensure timely and efficient delivery for clients
- Monitor campaign delivery and analyze performance 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 Directors 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.

BENEFITS INCLUDE

- 401K with employer matching
- Life Insurance
- 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!)
- Home allowance

KEY SUCCESS FACTORS

BEHAVIORS/SKILLS/KNOWLEDGE/PERSONAL ATTRIBUTES:

Type of technical, specialised, professional skills or personal attributes that are required to achieve the key outputs above. Some examples are:

- 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