

JOB DESCRIPTION

ROLE: Digital Solutions Associate

LOCATION: NYC

SALARY:\$60-85k



GROW

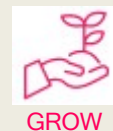
ABOUT US_

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At Talon, our purpose is to be the independent agency of choice providing a pioneering global platform for brands to connect with audiences in the outside world. We want to reimagine the industry to deliver greater value for our clients whilst inspiring people and caring for our planet. We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry - changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 300 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 and want to continue and expand upon these successes.

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 managing, reporting, and

Key respons

- Develop and maintain Talon's proprietary technology stack including
- Account for SSP partners to produce strategic and well-
- Work with internal teams and clients.
- Build and maintain relationships within Atlas, Talon's DSP.
- Manage programmatic campaigns to ensure timely
- 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