Realtime Agency – Analyst

Introducing Realtime

Realtime Agency is a global, full funnel digital advertising agency. We are positioned in the market as the go to agency solution for the 'Privacy age'.   We have special labs teams leading in measurement (with MMM), Audience, Performance Creative and Marketing Analytics as well as all the traditional media buying teams in Programmatic, Google, Social, Affiliates, SEO, Influencer Marketing, and product feed management.

We help businesses transform their digital buying processes to drive cost efficiency and significant growth by providing a unique, data and audience-driven approach to digital buying.

We support clients in the B2B, DTC space in verticals across retail/ecommerce, healthcare, entertainment, financial/fintech, publications and much more!

An independent agency based in the U.K. but with a global footprint, our company has grown to more than 60 Realtimers in Denver (Colorado), DC, London and Manila since our founding in 2018.

As Realtime continues to expand into the leading edge of digital advertising – everything from programmatic linear television, to CTV and podcasts, to conversational commerce on social channels – we are looking to expand our team ahead of what we aim to be our most productive year ever in 2022.

As a services company, we are focused on our people. We introduced a Culture coordinator in 2021 to ensure the fun, wellbeing and development of every individual was supported.

Build your future with Realtime and progress down a path that brings you the most happiness and success!

What does RTA offer?

- People first Culture
- Growth company - We are positioned well in the market as leaders in 'the privacy age'

- Great culture – in the last year we increased our staff happiness by 20%, we have a culture coordinator, team events, learning opportunities and trainings, company mid-year kick off, individual awards, Class Pass and much more.
- We're a global company – international work and travel opportunities
- Learn all digital – programmatic, Google, Influencer, SEO, Affiliate marketing to really understand the full marketing mix – allowing you to go on and excel as a fully rounded digital leader
- Be in the mix of industry change and trends – learn how we have pivoted into the privacy age and our plans for moving into next wave of web3.0 and Metaverse.
- Fast progression routes as the company continues to rapidly grow.
- An Excellent Bonus scheme!
- A fun, friendly working environment!

Who We're Looking For

Realtimers are ambitious, data-driven, and hungry to test the limits of our advertising platforms while finding unique solutions to complex problems. As we expand our client roster, we are looking for highly motivated teammates to lead our client teams, manage campaign execution, and build relationships within some of the largest companies in the world.

We are looking for individuals that demonstrate a comprehensive knowledge of one or more advertising platforms, a strong understanding of how to build and execute campaigns, and an aptitude for working both internally with RTA's product teams as well as externally with clients.

Analyst Role and Responsibilities

- Become an expert on paid advertising platforms – with a focus on building, optimizing, and tracking paid digital campaigns on Facebook, Google, and programmatic platforms.
- Drive new ideas and execution to improve performance of Facebook campaigns including account structure, bid strategy, creative, ad copy, keyword expansion, audience management landing page optimization
- Execute tests, collect and analyze data, identify trends and insights to maximize performance Track, report and analyze website analytics and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Identify and present new opportunities/areas of growth that will help continue the development of the paid channels.
- Assist team members with new business development, internal process building, and client communications.

Qualifications

- Degree in business, math, marketing, engineering, science or similar.
- A passion for digital advertising and an eagerness to learn more about the industry!
- 1-2 years of Facebook or SEM experience (agency experience preferable).
- Demonstrated ability to manage multiple accounts and projects simultaneously to meet objectives/key deadlines.
- Experience with website and lead analytics (UTM tagging, Google Tag Manager, Salesforce, Google Analytics, Tableau).
- Excellent written and verbal communication skills.
- Well-organized and flexible; able to move from project to project without delay.
- Ability to work independently and as a member of a team.
- Strong analytical skills and aptitude for interpreting data.