



Title: Media & Digital Ad Assistant

Department: Media

Reports to: Media Director

Job summary

The primary role is to assist the media buyers with day-to-day tasks and help with the creation of display/video pre-roll campaigns and image/video uploads. You will work primarily with the Media team with some interaction with other agency departments.

Overview

- Provide daily assistance to Media Director and Media Buyers
- Pre- & post-buy quality control work
- Send media buys to vendors via our electronic ordering system
- Confirm receipt and acceptance of media buys through electronic ordering system
- Order and upload Display advertising through Google
- Order and upload Video Pre-roll advertising through Google
- Generate month-end added value reports
- Generate month-end and month-to-date digital reports for Account Team
- Generate co-op reports for Account Team and the Co-op Department
- Manage daily task list
- Manage job workflow in Podio (internal agency software)
- Prepare client meeting prep for the Account Team
- Prepare month-end Media budget recaps for Account Team
- Provide back-up relief for other Media team members as needed

Qualifications

- College degree in advertising, marketing, communications or related field
- 1+ years relevant work experience post-college
- Proficient in Microsoft Office programs
- Proficient in Google Ads and Google Ads Editor a plus
- Ability and willingness to learn in-house software and platforms
- Organized with attention-to-detail and accuracy and ability to manage variety of tasks at once
- Strong interpersonal skills; Comfortable on the phone with vendors and professional in-person demeanor
- Superior time and project management skills
- Ability to work in a fast-paced environment under pressure and meet tight deadlines
- Willingness to go above and beyond to get the job done