Media Specialist
Member of the media division of the integrated media department

Directed by: Director of Media Services
Reports to: Director of Media Services

Position Overview

The media specialist works with the Director of Media Services for Love & Company and its clients to coordinate the day-to-day tasks involved in the successful implementation of predetermined traditional and digital media strategies as well as manage the administrative tasks associated with the media department.

LOVE & COMPANY
Always Thinking

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Media Specialist Roles & Responsibilities

- **Digital Media**
  - Collect and analyze data and metrics to identify trends and insights
  - Execute A/B and multivariate experiments in AdWords/Analytics
  - Perform ongoing keyword discovery, expansion and optimization for internal and external clients via Google AdWords
  - Be aware of client digital assets and use them to achieve lead generation results on various digital platforms.
  - Set up goals in Google Analytics and AdWords for conversion tracking.
  - Initially assisting in the creation of digital advertising account setup, with the ability to eventually perform the process from start to completion by oneself.
  - Ongoing digital campaign optimization, such as bid updates, keyword analysis and additions, ad creation, etc.
  - Create and manage Facebook ad campaigns based on strategic direction.
  - Collaborate with media director to identify keyword opportunities, media platforms and content/assets to develop successful campaigns
  - Maintain current information on changes and best practices in SEO and digital marketing
- **Traditional Media**
  - Place (and eventually negotiate) traditional media insertion orders.
  - Collect tearsheets from media vendors.
  - Manage media invoices.

- Collect and compile lead data as well as research media publication costs.

❖ **Additional Roles & Reponsibilities**

- Manage predetermined campaign expenses and adhere to budgets
- Execute campaign strategy/tactics developed by media directors and/or integrated media services (IMS) team members
- Review/compile media strategy narrative during the media macro planning, assessment and/or proposal creation process.
- Draft and keep track of best practice documentation and instructional checklists that complement the IMS department and its clients.
- Manage the revenue recognition process for digital advertising optimization and setup projects, as well as media expenses.

Qualifications

This is a mid-entry level position on the IMS team. The individual should have the following experience and capabilities:

❖ Bachelor's degree in marketing, digital media or relevant field

❖ Proven work experience as a digital media specialist or equivalent

❖ Work well in a team environment and have strong communications skills

❖ Well-organized and have the ability to multi-task and manage workload efficiently in order to meet deadlines

❖ Detail-oriented and analytical

❖ Strong numeracy skills

❖ Experience with Google AdWords and Analytics (Google Certification preferred)

❖ Experience placing traditional media desired, by not required

❖ Basic knowledge of Macintosh computers, especially with Microsoft Office and database management

❖ Must be able to remain in stationary position 50% of the time

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.