

JOB POSTING

Point Broadcasting LLC
Application Deadline: May 04, 2022
HIRING ASAP FOR POSITION

Job Title: Digital Coordinator
Department: Sales/ Administrative
FSLA Status: Non-Exempt
Typical Work Week: 40 Hours per week – Monday – Friday 8:30 AM – 5 PM
Lunch taken at 12 – 12:30 PM daily.
Break #1 - 10 AM – 15 min
Break #2 – 2:30 PM – 15 min

Position Summary: This position will be responsible for managing the creation and successful implementation of campaign activities across a wide range of platforms. Responsibilities also include optimizing marketing campaigns across multiple products and systems, processing digital sales proposals, sales orders, uploading creative and monitoring programs to make sure campaigns are running properly.

Major Responsibilities: Primary duties and responsibilities include, but are not limited to, the following:

- **Account Management:** Work directly with sales and digital clients to support their needs and communicate client expectations to the fulfillment and trafficking teams.
- **Project Management:** Ability to track timelines and due dates for deliverables, reviews and approval for campaign launches.
- **Campaign Management:** Understand, customize and optimize the entire campaign management process to include new campaign requirements, development tests, production execution and quality control.
- **Verify Account Executive Paperwork:** Double check all orders have been coded correctly for various billing and fulfillment systems. Make any necessary changes or fixes to the orders and then ready them for approval.
- **Continuity With Production:** Ensure all online ads are being worked on and deadlines are met, so the client schedule can run on time.
- **Maintain Working Knowledge of Digital Inventory:** Understand the current and projected sellout levels of the ETM sites.
- **Monitor Campaigns:** Ensure all campaigns are hitting the promised impressions goals and spots during their flights. Adjust priority levels as appropriate. Alert digital DOS of any anticipated problems and be prepared with suggested solutions.
- **Campaign Reports:** At month-end and/or campaign end, prepare performance reporting for digital campaigns and present results to the client with the account executive.
- **Client Communication:** Work directly with the client to ensure campaign execution and performance meet their standards.

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Knowledge and Skills:

- Minimum one year of experience working with digital marketing campaigns is preferred.
- Logical, process-oriented person, who is effective and strategically contributes to campaigns.
- Highly analytical and creative thinker, who is comfortable working with ambiguity and is genuinely passionate about data and analytics.
- Professional demeanor, comfortable presenting to, and interacting directly with, clients.
- Demonstrates ability to successfully collaborate in various team environments with dynamic priorities while meeting deadlines.
- Quick-witted, understands and offers solutions in regards to various responsibilities.
- Understanding of general digital marketing terms and tactics (SEM, SEO, targeted display, social media).
- Special knowledge or skills necessary for this position:
 - Microsoft Office
 - Data Entry Skills
 - Knowledge of basic accounting principles and procedures.
 - Highly organized with keen attention to detail.

Essential Physical Requirements: Estimated percentage of daily physical requirements and/or number of pounds that may need to be lifted on the job.

- Sits, walks and stands during entire shift.
- Frequent bending, stooping, reaching, pushing and lifting.
- Walk up and downstairs to enter building and exit building

How do I apply?

Direct all correspondence to: **Marissa Garcia, H.R. Director**

Contact Information:

Email: marissa.garcia@pointbroadcastingllc.com **Marissa Garcia, HR – 805.654.8743**

What applicants should send (i.e. cover letter, resume, tape, etc.):

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Interested applicants should submit a cover letter and resume.