



## **TARGET MEDIA/TARGET DIGITAL**

At Target Media/Target Digital, we believe we are **ALL IN!** Meaning, **what we do matters**. It matters for our careers and it also matters for our clients. We are looking to have people join our team who are **focused on their growth**. We know and understand the challenges of staying competitive in an advertising world, which is why we're always using cutting edge technology and research on all platforms. We are not only proud of what we do, **we love doing it!**

## **POSITION TITLE**

Media Support Manager

## **POSITION TYPE**

This is an Entry Level, Exempt Level, Full Time position. Typical days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Extended-hours are required as a per need basis. This job operates in a professional office environment. This role routinely uses standard office equipment.

## **JOB DESCRIPTION**

The Media Support Manager is responsible for assisting the Target Media Team to maintain & grow a successful Media Buying Agency. They are expected to demonstrate a positive impact in an organization-wide supporting role. The Media Support Manager will take direction from, and work closely with, all Target Team members regarding media buying, operations, sales and finance. They are expected to maintain relationships with vendors, and at times clients. They are responsible for staying up to date on advertising trends in various markets to be able to provide information to staff and clients as needed.

## **ESSENTIAL FUNCTIONS**

- Provide operations, sales, media buying & administrative support to the Target Media Team
- Assist AE's and ASM's with account management duties as assigned
- Conduct sales, media market & media research in support of various Teams
- Consult media vendors to confirm costs, deadlines & ad copy specifications
- Send, confirm & track media insertion orders
- Conduct real-time performance audits & compile post-buy data to create client reports
- Assist in the creation of professional client presentations
- Assist with the formulation & creation of reports for clients
- Work with operations to resolve all workflow process issues
- Comprehensively track and reconcile issues to resolution
- Support new traffic process and assisting workflow based on management needs
- Act in a professional and financial responsible manner to both external & internal stakeholders
- Other duties as assigned

## **REQUIRED EDUCATION & EXPERIENCE**

A Bachelor's Degree in Marketing, Advertising, Communications, or Business degree plus 1-2 years' experience in a Support Role or any similar combination of education and experience. Must have experience with digital and traditional media basics. Must have experience with digital media files- Quicktime, MXF, etc. A minimum of 1 year of experience in a customer facing role. A minimum of 2 years of experience of all Microsoft Office applications (including Outlook, Word, Excel).

## **DESIRED SKILLS**

- Very strong desire to learn, take on new technologies and challenges, & teach others
- Very strong customer service, sales and collaborative Team skills
- Familiarity with digital media file types - Quicktime, MPEG, Mp4 etc.
- Familiarity with digital & traditional media workflows and products
- Experience working with live video media and media files including streaming
- Knowledge of various digital delivery methods, ftp, etc.
- Understanding of traditional & digital advertising concepts
- Able to assist in the development of traditional and digital media plans
- Ability to learn quickly and find answers via alternative means (blogs, forums, Google)
- Experience supporting customer workflows through operations team and/or help desk.
- Experiencing working in a team environment
- Able to multi-task and make effective decisions in a high pressure deadline driven environment
- Strong communication skills and ability to interface with multiple departments, clients, and vendors

## **TRAVEL**

Travel is minimal, but primarily local during the business day, although some out-of-area and overnight travel may be expected as determined by the business needs of the company.

## **COMPENSATION**

Media Support Manager will be paid a base salary based on experience, plus employer subsidized health benefits as outlined in the Target Media/Target Digital Handbook. Additional incentives offered based on annual performance reviews, as applicable.

## **PERFORMANCE EVALUATION**

Annual performance review will be based on completion of required tasks as well as a several key performance objectives and adhering to Target Media's Handbook Policies and Procedures.