

Media Operations Coordinator

The **Media Operations Coordinator** will oversee the release/serving of all media placement assets to publishers, sites and platforms according to approved plan and publisher deadline. This role includes managing the agency AdSwerve platform and utilizing Bionic close lists to track all placements. Emphasis is placed on accuracy. The Media Operations Coordinator will work closely with project management, media, performance and account service teams to ensure all media placements are fulfilled and executed correctly. The Media Operations Coordinator must be organized, detail-oriented, and a team player. This position reports to the VP Production. Responsibilities include:

Cross Functional Engagement

- Work with media to create and update close lists according to approved media plans
- Work with the client service and project management teams to establish realistic timelines for asset release that create a winning scenario for the Agency, while meeting publisher or platform specifications and deadlines
- Manage asset release/serve process and recommend improvements for efficient workflow
- Route publisher tests through internal teams for approval and ensure discrepancies are remedied in a timely manner
- Be a good problem solver for the teams and our business
- Encourage a culture of teamwork based on warmth, curiosity & perseverance

Publisher/Site Communications

- Maintain contact and specifications library
- Communicate deadlines and request publisher extensions if needed
- Oversee release of all assets and QA according to published deadlines

Platform Management

- Serve digital assets through AdSwerve according to approved media plan
- Confirm placements are serving correctly
- Create and distribute reports as requested

Required Knowledge/Skills/Experience

- Bachelor's degree in advertising, marketing, communications, media or related field
- Software: MS Office (Word, Excel, PPT, Outlook), Acrobat Pro
- Certification in Campaign Manager
- Soft skills such as collaborating, adaptability and problem solving
- Highly organized with focus on maximizing workflow efficiency
- Excellent verbal and written communication and listening skills
- Ability to effectively manage multiple, concurrent tasks without compromising accuracy or quality
- Deadline management and attention to detail are critical
- Great interpersonal skills and a do-whatever-it-takes approach

- Highly motivated and enjoys working in a fast-paced environment
- Positive attitude and general spirit of teamwork

Key Performance Indicators (KPIs)

- Employee productivity with streamlined workflows
 - Automation between Bionic, Centro/Basis and AdSwerve platforms
 - Appropriate billing fee for required support time on each platform
 - Consistent close list formats and milestones
- Employee career development and professional training; recommend and track quarterly achievements
- Accuracy and timeliness of assets
 - Specification and UTM compliance
 - Deadline adherence
- Successfully optimize Adswerve platform
 - Implement ad serving for all approved client media plans
 - Identify best practices or lessons learned that can be shared across agency & ideally with customers or prospects
 - Share AdSwerve reporting capabilities with client service teams