

Media Specialist, Trade

The **Media Specialist** is a highly motivated, energetic individual who delivers active management and optimization of in-market campaigns. They work closely with the activation team to ensure performance while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by developing insights, implications and frameworks that compel teams to deliver the right message to the right person at the right time.

They are an integral team member of the activation team, hyper-focused on the on-time and high-quality execution of tactics that support our clients' overarching marketing strategy. Responsible for creating, monitoring, optimizing, and assisting with the reporting of paid, earned and owned performance— they work in support of the senior digital marketing strategist and director of digital strategy, but also in partnership with the client service, creative and digital production teams to ensure constant productivity.

As a Media Specialist, they are a stellar team player with a proven ability to deliver strong support across any and all combinations of paid marketing platforms. With a strong desire to grasp cultural and ever-evolving media trends, they are tasked to bring that enthusiasm to every task in support of achieving client success. A strong work ethic, innate sense of curiosity and professional maturity is evident in every deliverable and interaction. Reports to the VP of Media & Performance. Responsibilities include:

Paid Media Support

- Own the on-time and consistent execution of responses, tasks, and deliverables for the channel as it relates to schedules, workflows and other commitments
- Provide highest-quality administrative support for all communications, documentation, presentations, etc
- Provide all levels of support to activation and client service team as it relates to channel communications, note-taking, research and overall organization
- Maximize use of Bionic platform and integration with Campaign Manager, Basis and WMJ
- Support Media Operations with close list development via uploading of placement details and assets needed
- Support with media billing and WMJ/Bionic integration as needed

Trade Media Marketing

- Establish and maintain close relationships with industry media partners at all levels of the organization
- Stay abreast of media trends, opportunities and target media consumption

- Proactive participation in planning and campaign development in collaboration with cross-functional team
- Create strong, integrated trade programs delivering on stated objectives, targets & KPIs
- Develop strong rationale for tactical recommendations based on industry benchmarks and historical performance
- Assist account team with budgeting by providing full list of assets needed to fulfill trade programs
- Drive efficiency through strong rate negotiations and value-added programs
- Push for custom and out-of-the-box ideas with internal team and media partners to set Marriner clients apart
- Hold media partners accountable for delivery and performance
- Manage custom content and event needs functioning as liaison between account team and publisher partners. Advocate for custom solutions.
- Continuously monitor campaign performance, delivery and proactive optimization in support of cyclical performance reporting while maintaining up-to-date and accurate log of changes
- Keep a performance mindset providing team with observations, trends and insights on activity in market

Required Knowledge/Skills/Experience

- College graduate (marketing or communications specialty preferred)
- 1-2 years of media experience preferred
- True passion for marketing, digital channels/platforms and overall problem-solving
- Strong verbal, written and presentation skills
- Strong negotiation skills
- Detail-oriented and focus on accuracy
- Organized and diligent, specifically managing deadlines for multiple projects
- True team player, committed to every undertaking and willing to put maximum effort behind the greater work for the client, team and agency at large
- Proven experience managing cross-channel campaigns for multiple clients preferred
- Self-directed learning and professional development in B2B paid media

Preferred Platform Proficiencies:

- Bionic Ads
- Google Analytics
- Google Data Studio
- Google Campaign Manager

Key Performance Indicators (KPIs)

- Maximize use of Bionic for all campaigns
- Support in Campaign Manager integration for trade reporting
- Development of strategic recommendations in trade channel
- Understanding of trade media's role in the broader marketing mix
- Proactive recommendations in plan development and optimization
- Ongoing performance monitoring of active campaigns
- Proficiency in reporting including relevant insights in channel activity and website impact

- Seek out professional learning opportunities to grow in media planning and buying

2022 Goals – 1H 2022

- Media training and certification completion
 - Excel assignments (formulas, pivot tables) – Jan
 - Google Analytics – Beginner (refresh) – Feb
 - Google Analytics – Advanced and Certification Exam (bonus) – Mar
 - Introduction to Data Studio (Q2)
 - Google Campaign Manager certification (Q2)
- Support with billing integration between Bionic and WMJ (Jan)
- Transition trade reporting from manual entry to Campaign Manager, as applicable (1Q)
- Implement use of Bionic for all media campaigns from start to finish (Jan)
- Develop and sell-in 1-2 incremental ideas with current clients in 1H 2022 (Q2)

