

## **JOB DESCRIPTION**

**JOB TITLE:** Advertising Assistant

**REPORTS TO:** Media Manager with dotted line report to VP of Marketing and Advertising

**FLSA STATUS:** Exempt

**SUBORDINATE POSITIONS:** None

### **SUMMARY OF THE FUNCTION:**

Advertising Assistant is primarily responsible for assisting Media Manager and VP of Marketing and Advertising to execute marketing and advertising plans.

### **MAJOR RESPONSIBILITIES:**

1. Assists in campaign launches involving television and internet advertising as directed by the Media Manager and/or VP of Marketing.
2. Assigns and coordinates setups up all phone numbers and sources with call center and IT department.
3. Works with reporting software (OLAP and Omniture) to complete media reports; runs weekly, monthly, quarterly and ad hoc reports as requested.
4. Responsible for reconciliation of all advertising invoicing and payments, credits and refunds to ensure media ran as budgeted; designated as the media marketing department liaison with accounting department.
5. Responsible for coordinating with various vendors to ensure correct payments in a timely manner.
6. Reviews media reports and provides recommendations to improve campaign performance.
7. Coordinates with external agencies to prepare and deliver month end Accrual Reports to accounting department.
8. Assists in coordinating television commercial shoots, as needed.
9. Works with external agencies to complete internet creative elements, as needed.
10. Performs other related duties as assigned to support marketing department.

**EDUCATION:**

- College degree required – preferably in accounting, finance, business or related course of study;

**LICENSES OR CERTIFICATIONS:**

None

**EXPERIENCE:**

- One to Two years direct response media experience preferred.

**SKILLS:**

- Familiarity with direct response media terminology, analysis, budget control and management.
- Proficient in accounting and mathematics; able to create and manipulate spreadsheets, pivot tables; enjoys working with numbers.
- Strong communication and organizational skills.
- Ability to multi-task.
- Attention to detail required
- Strong computer skills, especially with Excel.
- Prefer bi-lingual but not required.

**WORKING CONDITIONS:**

- Works in a normal office environment. Noise level low to moderate.
- Some local and overnight travel required.