

CEI STUDENT JOB POSTING

Job Title: Media & Traffic Coordinator

Salary:

Job Closing Date (mm/dd/yy): when filled

Company Name: MCS Advertising

Contact Person: Lisa Fischbach

Address: 413 B St.

City/State: Idaho Falls, Idaho

Phone Number: 2085241777

Web Address: mightymcs.com

Contact email: careers@mightymcs.com

General Responsibilities:

The three main prongs below describe the responsibilities of the Media & Traffic Coordinator. General office duties are also part of the mix. We refer to the Media & Traffic Coordinator as the hub of our wheel at MCS Advertising. This person must be organized and able to handle multiple tasks for multiple clients, be able to pass along incoming information and route out-going communications, all while dealing with ringing telephones and walk-in visits. Here's the breakdown:

1. Media Planning & Buying

Build monthly media plans and media buys based on the unique aspects and demographics of our partner-clients. Excel spreadsheets, Google spreadsheets, and various proprietary software applications are used to build these number-based plans. A knack with technology, number-crunching and the ability to read trends derived from statistics is integral to this position.

Work closely with the Account Coordinator and Account Manager to make sure each media plan and proposed media buy reflects what they have discussed with their particular partner-client and will achieve their desired goals.

Upon approval, place media buys and orders that are prepared in the above description.

Track media rep order confirmations for each client to make sure ad orders are received and placed.

Update media plans as changes occur i.e., increased or decreased budget amounts, additional tasks/buys, track estimate vs. actual cost, fill in additional vendor specifics as they come along etc.

Communicate and collaborate with bookkeeping to make sure that miscellaneous vendor invoicing is passed on, cross-checked, and accounted for. Proof-read monthly partner-client invoicing to ensure MCS' billing is accurate.

Maintain relationships with media reps and vendors from all of the different channels of traditional and digital media, printing, and promotional products that we offer.

Stay on top of new products that are available to us, including rates, material specs and anything that you can learn from your media rep relationships. Maintain electronic and physical files and have information at your fingertips.

Aid Account Coordinator and Managers in estimating project and production costs.

2. Traffic Coordination

Send completed and approved final digital files to the correct media channels when it is finalized.

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Track and monitor projects, assignments and overall work flow. Compose and send daily check-up email on deadlines to staff.

Follow-up with creative team/artists on the trajectory of assignments, watch deadlines and due dates as projects are proofed and revised with our partner-clients.

Work on a daily basis with the Creative Director and Acct Coordinator to create job assignments for the creative team.

3. Promotional Item Purchasing

Research and procure promotional items as needed by partner-clients.

Work closely with Account Coordinator and Account Manager to make sure items meet budget and promotional goals.

Office Duties

First line of defense on telephones and walk-in traffic. All general office skills are employed at this desk.

Job Qualifications:

This person must be organized and able to handle multiple tasks for multiple clients, be able to pass along incoming information and route out-going communications, all while dealing with ringing telephones and walk-in visits.

Application Process:

Please send your resume to careers@mightymcs.com

Thank you!