

## **MEDIA OPERATIONS SPECIALIST**

The Media Operations Specialist is part of the Media Operations team at Scale Marketing and is responsible for the day-to-day management of client media campaign reconciliation and reporting. This role will have a critical hand in the management of media campaign fulfillment and make-good processes to ensure Scale client campaign success. This role requires daily interaction with internal Account Managers, Media Planners, Scale Data and Analytics team as well as external media partners to ensure consistent and accurate advertising campaigns.

### **The Media Operations Specialist's responsibilities include:**

- Media Campaign Fulfillment and Analysis
  - Ownership of month-end invoice reconciliation for Radio and TV media buys for all clients including:
    - Data entry and cross check of purchased impressions against delivered media impressions
    - Communication with Account Managers on invoice discrepancies and detailed follow up regarding make-good plans if necessary
    - Interface with Scale Marketing Data and Analytics team to ensure client impression delivery information is accurately updated each month
  - Monthly/weekly communication with media reps at Radio and TV stations to troubleshoot and to develop custom solutions for delivery problems if necessary
  - Management of monthly media delivery meetings with internal Scale Marketing leadership
- Take leadership role in historic media campaign analysis when new clients are onboarded:
  - Obtaining and organizing incumbent media spot logs and invoices; input and analysis of prior campaign flow, seasonality, delivered CPM and strategy
- Support media planner with client campaign planning tasks including:
  - Station hour by hour indexing, historic campaign investment summaries, CPM analysis and goal organization
  - Identify TV/Radio landscape for client expansion markets: obtain contacts and planning rates where needed
- Ownership of TV and Radio attribution tool management (Analytic Owl, TV Squared, etc.)
  - Ensure client campaigns are uploaded
  - Distill information to Account Managers and Strategists on a monthly basis providing insights on creative and station performance
- Assist media buying/planning team/account managers with media campaign ad-hoc needs including:
  - New order entry, station credit app management, etc.
  - Work with media partners, troubleshooting where needed and ensuring that campaigns are starting on time
- Special project work as assigned for key clients

### **ABOUT THE IDEAL CANDIDATE:**

- A bachelor's degree from 4-year university
- Team player who enjoys working in a collaborative, open environment
- Highly motivated and full of initiative
- Methodical, well-organized, and detail-oriented
- Genuine curiosity with how things work; interest in problem solving
- Strong communication skills
- Strong proficiency with Microsoft Office; especially Excel and PowerPoint
- Quick learner with ability to handle multiple projects and to juggle priorities in a fast-paced, ever changing "startup" minded environment

### **WHAT WE VALUE IN OUR PEOPLE**

- Curiosity
- Honesty
- Integrity
- Respect for Peers and the Process
- Diversity and Inclusion
- A Sense of Humor
- Ego-less: We all pitch in where needed to get the job done.
- We Treat Our Clients Businesses Like They Are Our Own

### **BENEFITS & PERKS**

- Comprehensive benefits package that includes health, vision, and dental insurance, and 401k with generous employer contribution
- Ongoing education & training
- Unlimited vacation
- Open office and casual work atmosphere (\*Currently working hybrid 2 days in office/3 days WFH)
- Company sponsored events & team building experiences

### **About Scale Marketing:**

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating, and optimizing based on how business flows.

Nimble and transparent, we make our clients' dollars go farther and be more effective than they ever have. That approach has been paying off because we've been growing. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.

Proud to be awarded designation by *Crain's Chicago Business* as one of the 2021 Best Places to Work in Chicago.

