

SCALE MARKETING ACCOUNT COORDINATOR:

As an essential team member supporting Account Managers with account planning and media fulfillment; this position is responsible for providing end-to-end workflow support to ensure effective campaign management for Scale Marketing clients.

The Ideal Candidate:

- Manages projects and handles multiple tasks with competing priorities under minimal supervision
- Thinks critically and exercises independent judgment and discretion
- Technologically savvy and resourceful
- Results-oriented and solution-focused with a problem-solving attitude
- A team player who possesses strong attention to detail
- An effective oral and written communicator
- A proactive self-starter, capable of setting goals and reporting progress
- Shows an eagerness to understand the agency and client operations

An Account Coordinator at Scale Marketing is the bridge role that enjoys exposure to the complete workings of a full-service media strategy agency. You will learn the building blocks of successful media and marketing strategy by working with a team of professionals who strive to provide excellent results from clients in multiple business categories. Assisting Account Managers and Senior Strategists with media planning, fulfillment and reconciliation tasks will provide exposure to the full lifecycle of a business's marketing plans and results measurement.

Through a combination of ownership tasks and ad-hoc assignments, the Account Coordinator works across the media and client services team on weekly, monthly, and annual planning activities including:

- Client onboarding, distribution of AOR letter to media partners, managing vendor/client credit applications, historic media schedule aggregation and more.
- New market/competitive and audience research using Kantar, Scarborough and other planning tools
- Vendor research, rate collection and other planning tasks for TV and Radio campaigns
- Participating in select vendor RFPs for projects including outdoor location mapping and placement selection
- Assist in developing client presentation decks and strategy overview materials
- Interfacing with vendors to confirm media placements are running as ordered, including:
 - Obtaining contract confirmations
 - Trafficking creative changes
 - Cataloging client airchecks for accuracy
 - Tracking and approving requests for spot moves/make goods, elevating questions to Account Managers/Buying team if needed
- Partner with finance to ensure that monthly billing reconciliation is accurate to client flow charts, troubleshooting with media vendors to identify reasoning for discrepancies if necessary
- Other tasks as assigned

QUALIFICATIONS

- Bachelor's Degree in marketing, communications, advertising, journalism, or related field
- Analytical thinker who is willing to ask questions and take coaching
- Desire to work in a fast-paced startup environment
- Ability to provide world-class, professional client service and support
- Proficiency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)

WHAT WE VALUE IN OUR PEOPLE

- Curiosity
- Honesty
- Integrity
- Respect for Peers and the Process
- Diversity and Inclusion
- 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, with generous employer contribution
- Ongoing education & training
- Open office and casual work atmosphere (*Currently working hybrid due to COVID)
- 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. 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.

