

We are looking for an organized, detailed, driven individual who is passionate about marketing and helping clients grow. You will be joining a growing company (and media team) considered one of Central Illinois's most innovative leaders in marketing. Central States Media provides the tools and training you need to hone your skills, grow your industry connections, and contribute to overall company growth. While we are a metrics-driven organization centered on growth, we are equally focused on improving our workplaces based on our teams' wants and needs.

As a Media Coordinator at Central States Media, you will help develop, coordinate, monitor, and support the marketing activities of the agency. This position collaborates with media managers and reports to the Media Director. This person should be able to work independently and as a part of a team. The Media Coordinator will serve as a support for our digital leads with the potential to learn traditional media planning and placement. The ideal candidate will be able to learn quickly and pivot on the fast-paced media team as well as have strong written and oral communication skills.

### Job Duties

- Creating Organic Content for clients Facebook pages, including graphics, copy, headlines, etc. Candidate should have photoshop experience along with a creative eye while maintaining client brand guidelines. (Be able to provide examples of graphics experience)
- Provide coordination and assistance to the Project Management team including but not limited to preparing for meetings; research; client communications; prepare Online advertising strategies, traditional media support, organize presentations.
- Monitoring and reporting on digital media campaigns including call monitoring.
- Work with media managers to review performance of campaigns.
- Ongoing research to identify new digital marketing trends and ensure our brand is in front of industry developments
- Ability to work under pressure and able to meet deadlines.
- Assisting the media team with day-to-day marketing tasks and coordinating marketing projects and activities as requested.
- Other duties as assigned.

### Minimum Requirements/ Qualifications

- Associates degree at minimum, Bachelor's degree preferred.
- 2+ years administrative assistant experience, prefer 1+ years marketing experience.
- Online media buying experience preferred, but not required
- Experience working with Google Analytics is a plus , but not required

### Knowledge, Skills, Abilities

- Proficient in the following software: Adobe Photoshop, PowerPoint, Excel, Outlook, and MS Word.
- Superb written and oral communication skills with high attention to detail with marketing implementation and follow-through.
- Has professional manner and high energy level, exhibits a positive attitude.
- Strong organizational skills that reflect the ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Mature, responsible, and self-motivated with a strong work ethic.
- Highly resourceful team player, with the ability to also be extremely effective independently.
- Maintain a positive attitude when dealing with all team members and clients.
- Represent the company to others in the community in a positive way.
- Always maintain extreme confidentiality and discretion for our clients.