

Media Manager

We are looking for an organized, detailed, driven individual who is passionate about marketing and helping clients grow. You will be joining a company 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. A Media Manager at Central States Media is key in strategic media planning and placement.

As a media manager at Central States Media, you will help plan, develop, coordinate, monitor, and support the marketing activities of the agency. This position collaborates with project managers and fellow media managers and this person should be able to work independently and as a part of a team. The Media Manager will serve as a support for our digital leads with potential to learn traditional media planning and placement. The ideal candidate will have previous marketing experience, including strong written and oral communication skills.

Job Duties

- 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.
- 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.
- Maintain an appropriate physical and digital filing system.
- Assist with the preparation of research and digital analysis as requested.
- Coordinate the creation and distribution of proposals.
- Assisting the media team with day-to-day marketing tasks and coordinating marketing projects and activities as requested.
- Attention to detail with marketing implementation and follow-through.
- Familiarity with pulling and presenting analytics.
- Other duties as assigned.

Minimum Requirements/Qualifications

- 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
- Google certified preferred, but not required.
- Agency experience preferred, but not required.

(continued next page)

Knowledge, Skills, Abilities

- Knowledge in computer technology, the Internet, and the following required software: MS Word, Excel, Outlook, and PowerPoint.
- Superb written and oral communication skills – high attention to detail.
- 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.

Office Procedures

- 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.

