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Assistant Connections Planner

We are a creativity company that delivers business impact by involving people in brand experiences.

In doing so, we exist to: Find the bit. Make it big. Let people say yes.

We: Seek Unconvention, Work Hard, Laugh Hard, Love Well (our values).

To achieve this, the Connections department will: design and steward strategies that creatively drive ideas into the world and enable those ideas to move to all the places where they can meaningfully connect with people.

Summary: (The Elevator Pitch – “who I am”): I am a pivotal day-to-day media guru on my client account. I’m becoming the steward of my client’s media business and total marketing objectives.

Role: (Why this person exists at C&W – how does this role achieve the goal): You will assist in the development and stewardship of all media plans as well as other emerging media initiatives, based on client requirements and needs.

Assistant Connections Planner should demonstrate a passion for learning and a willingness to work hard every day. Individual and team participation for industry training and events is required within reason. This position will work closely with the Connections Planners and Supervisor for all client projects within the department, as well as assist Account and Project Managers for ad hoc tasks.

Accountabilities: (Processes, Systems, People and Policies that are owned by the role):

- Assist the Connections Planner in gathering necessary data for plan development and implementation
 - Run marketing and media reports and analyze data, gather costs, create and maintain flowcharts
 - Understand the basic methodology and data behind 3rd party research tools and run the needed reports to assist in media recommendation development
 - Assist with researching incremental opportunities for client advertising
 - Assist in the preparation and rationale of media recommendations and annual plan presentations
- Assist the Connections Planner overall stewardship of plans, monitor and meet deadlines
 - Monitor and maintain campaign budgets and issue periodic analyses and projection reports
 - Compile monthly reconciliation against actuals for billing
 - Resolve billing discrepancies in support with accounting department
 - Work within 3rd party ad server to set up placements, traffic tags and pull reports for analyses
 - Implement digital media buys
 - Generate paperwork necessary for purchase authorization
 - Cold calls/emails/vetting out capabilities of new publishers and technology to present to the Connections Planner and Connections Supervisor
 - When/where applicable: negotiate makegoods, coordinate added value
 - Maintain media partner information files

- Work closely with the Connections Planner and Supervisor to establish priorities and manage workload
- Provide timely and accurate delivery of all work for all clients
- Assist in developing media points-of-view
- Assist with researching incremental opportunities for client advertising
- Creative spec collection and creation of LCD spec sheet
- Ability to execute V-look up and pivot tables for data analyses

Competencies: (Skills I have):

- Bachelor's degree required; concentration in advertising, marketing, business administration, and/or communications preferred
- Entry level role; related digital or traditional internships preferred and previous assistant planner role highly recommended
- Good writing and verbal communication skills (including presentation skills)
- Strong analytic skills and ability to relate results to client business objectives
- Excellent time management and multi-tasking skills
- Strong quantitative skills, including analytical abilities and math proficiency
- Previous experience working within 3rd party ad server tools such as Atlas, DCM, Sizmek is a strong plus
- Ability to work within a team, handle multiple assignments and meet tight deadlines
- Extremely detail-oriented, with clear and proven organizational skills
- Keep abreast of industry trends through trade news, industry workshops / seminars and track current events
- Digitally savvy, with specific proficiency at MS Suite: Excel, Word, PowerPoint

Reports To: Connections Planner

Direct Reports: N/A

Where Can I Go From Here? (Potential career paths): Media Planner, Connections Planner, Connections Architect

To apply for this position, please email heidi.sutter@coleweber.com