

**Position Summary**

This position supports the Online Advertising Specialist in executing digital advertising campaigns that meet client goals, demonstrate effectiveness, and utilize current industry best practices. This role reviews campaigns, conducts research and assists with reporting. Troubleshooting and account audit support may also be requested. It is hoped that as client demand increases, this position will grow to include higher level online advertising support including campaign creation and strategy development. Keen attention to detail, self-management, and a desire for continuous improvement are keys to success.

**Roles & Responsibilities**Client Onboarding

- Conduct thorough yet efficient research on the client company, products, and industry to understand the client and their needs
- Evaluate competitor's use of Google AdWords and other online advertising
- Review and evaluate existing online advertising campaigns and make recommendations for improvements

Monitoring, Tracking & Reporting

- Monitor online advertising campaigns weekly for effectiveness and return on the client's investment
- Create new ads and campaigns for clients as requested based on the strategy for the client
- Upload and program XML product feeds for Google shopping or other campaigns
- Manage programmatic CPM based campaigns using geographic, contextual, behavioral, and other types of targeting
- Track results and provide clear, informative, attractive, and branded reports to clients
- Set up and monitor custom conversion tracking goals in Google Analytics and AdWords
- Work with AdWords support to troubleshoot errors, glitches and data discrepancies

Process Improvements & Documentation

- Stay up to date on online advertising platform developments, including changes and new opportunities
- Remain current on best practices in online advertising for account effectiveness and return on investment

Strategy & Process Support

- Meet deadlines as assigned (close of business on deadline date)
- Communicate with the Online Advertising Specialist fellow on a timely basis regarding the status of assigned work
- Utilize the appropriate communication method or project management tool to provide updates and notifications.

**Communication, Team Contribution & Support of the JB Media Culture**

- Communicate with in a timely and professional manner
- Contribute to the overall collaborative, results-oriented, continuously improving, relationship-based culture of JB Media in all actions and communications
- Attend and participate in staff, departmental, and client team meetings if requested