



## **Digital Media Coordinator**

Explore Communications is a media buying and planning shop that constantly strives to redefine our industry. We are known for being creative, innovative and completely different. The nature of our business requires a strong work ethic and can-do attitude. The pressure can be high but the challenge is always rewarding. This perspective carries over to doing great work for our clients and agency partners.

We are seeking someone passionate about media that is driven by hard work and happy clients and coworkers. We need a Digital Media Coordinator that has experience in all forms of digital media. Top candidates will have the following traits and abilities:

- One to two years of experience specifically in digital media
- Ability to work with multiple planner-buyers on a variety of clients with tight deadlines
- Experience with media buying software (we use STRATA)
- Very strong Microsoft Office skills
- Proficient with DoubleClick Manager (or other digital trafficking tool)
  - Help generate Floodlight Tags
  - Traffic digital campaigns
  - Pull and aggregate weekly digital reports for a variety of clients
- Experience in building and optimizing paid media campaigns across variety of social platforms
  - Facebook, Instagram, Snapchat, Twitter and Tik Tok
- Experience in creating and optimizing paid search campaigns in Google and Bing
  - Help create weekly and monthly client reports with optimization recommendations
- Extreme attention to detail
- Creative thinker
- Positive attitude, especially when under pressure
- In-charge presence while still being a team player
- Desire to help shape the company and grow with us
- Open communication style, comfortable with a totally transparent culture
- Hard worker, career oriented, in media for the long haul
- Excellent interpersonal and social skills
- Fast and always with quality results
- Media rock star

### **Salary/Benefits for full time position:**

- Salary range: \$40,000 – \$48,000
- Health and Dental insurance offered

- Short and Long Term Disability insurance coverage
- 401k Plan with employer contribution match
- Two weeks paid vacation time

This is a full time position to be filled as soon as we find the right candidate. No phone calls please. Submit resume and letter of qualifications to Mindy Gantner at [mindy@explorehq.com](mailto:mindy@explorehq.com).



## Media Assistant

Explore Communications is a media buying and planning agency that constantly strives to redefine our industry. We are known for being creative, innovative and completely different. The nature of our business requires a strong work ethic and can-do attitude. The pressure can be high, but the challenge is always rewarding. Our attention to creating a thriving work culture contributed to being named to World Blu's list of Most Democratic Workplaces. This perspective carries over to doing great work for our clients and agency partners.

We are looking for a Media Assistant that is passionate about starting their career in advertising and is driven by hard work and happy clients/coworkers. This is an entry level position and top candidates will have the following traits and abilities:

- Interested in a career in advertising and media planning and buying specifically
- Very strong Microsoft Office skills
- Extreme attention to detail
- Thorough research skills
- Creative thinker and problem solver
- Exceptional organization skills
- Ability to work with multiple planner-buyers on a variety of clients with tight deadlines
- Comfortable working alone one day and juggling projects with several people the next
- Positive attitude, especially when under pressure
- In-charge presence while still being a team player
- Desire to help shape the company and grow with us
- Open communication style, comfortable with a totally transparent culture
- Hard worker, career-oriented, in media for the long haul
- Excellent interpersonal and social skills
- Fast and always with quality results
- Experience with media buying software is a plus (we use STRATA)

### **Media Assistant Core Responsibilities:**

- Print and Out-of-Home media invoice approval
- Broadcast invoice input and reconciliation
- Account reconciliation - run monthly invoice reports and request missing invoices
- Manage tearsheet and proof-of-performance approval/recaps
- Manage approved Insertion Order's and Media plan approvals

- Generate Print, OOH and Broadcast insertion orders
- Competitive spending analysis
- Media Trends analysis
- Digital and Broadcast Invoice Tracking
- Digital Reporting
- Research projects as needed
- Media and client filing
- General office upkeep
  - Help coordinate IT
  - Sort the mail
  - Take out recycling
  - Office errands
  - Order office supplies

**Salary/Benefits for full time position:**

- Salary range: \$36,000 – \$40,000
- Health and Dental insurance offered
- Short and Long Term Disability insurance coverage
- 401k Plan with employer contribution match
- Two weeks paid vacation time

This is a full-time position to be filled as soon as we find the right candidate. No phone calls please. Submit resume and letter of qualifications to Mindy Gantner at [mindy@explorehq.com](mailto:mindy@explorehq.com).