

## Account Coordinator

### Media Innovation Group

The Media Innovation Group (MIG), a WPP company, develops technology products that help agencies and advertisers improve the process of planning, buying, trafficking and optimizing digital media advertising campaigns to generate long term business value. The MIG's proprietary flagship offering, Zeus Advertising Platform (ZAP), is the industry's most robust multi-channel digital advertising technology platform solution. Founded upon a unified data management platform, ZAP powers the MIG to help clients better connect, analyze and action all digital consumer touch points and optimize digital media campaigns across display, search, video and mobile. The MIG's digital advertising optimization service is the leading agency offering for acquiring and optimizing digital advertising. The MIG has offices in New York and London, and operates globally. Please visit [www.themig.com](http://www.themig.com) for more information.

### Join Us:

The MIG is looking for an experienced account coordinator to help develop strategic relationships within world-class media agencies. You will be a thought leader and strategic thinker, helping to evangelize the MIG's growing product suite amongst your peers within agencies. You will be responsible for developing deep relationships with advertisers and agencies to ensure optimal adoption of all product features.

You will collaborate with a group of quick-witted coworkers and clients who are all passionate about digital media. You will engage with our clients in professional and social settings, build relationships and define and implement products which make us indispensable to our clients. This is a high profile position with a wealth of opportunities for growth professionally and personally. We believe in the power of digital media to transform the way businesses and consumers can interact. You must believe as well.

### What you will do:

**You must have at least 1 year of experience in interactive media planning and or online ad network account management.**

- Assist in the development of strong and effective media plans based on sound strategies
- Participate in post-campaign analysis
- Complete insertion order process and ensure adherence to terms and conditions
- Work with creative agency to ensure proper ad development
- Handle cancellations and reallocations in a timely manner

## Account Coordinator

- Optimize campaigns based on direction from Campaign Management team
- Liaison between the agency and publishers
- Partake in group brainstorming sessions with the intention of bringing great ideas to life

### **What you will need:**

- Strategic thinker
- Problem solver
- Organized
- Proactive
- Ability to develop creative solutions
- Ability to negotiate
- Excellent with numbers
- Strong eye for detail
- Advanced computer knowledge (Excel, PowerPoint)

### **A Major Plus:**

- Demonstrated success in managing large client engagements
- Experience with DART/DFA, Open AdStream and/or Atlas ad serving technology
- Experience with third party ad tags, conversion tracking pixels, floodlighting, piggybacking and reporting
- Technology and/or software product management experience
- Agency/large advertiser experience

### **Location: New York**

### **We offer:**

- Highly competitive compensation commensurate with experience
- Generous Paid Time Off
- Medical and dental insurance
- 401(k)
- Flexible Spending Plan
- Friendly Fun, Diverse, Hard Working Environment

**Email all resumes in Word format to [molly.mackey@themig.com](mailto:molly.mackey@themig.com)**