



Example of Advertising Coordinator Job Description

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Our growing company is looking for an advertising coordinator. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for advertising coordinator

- The advertising coordinator will handle all day to day administrative tasks such as answering phones, handle travel planning and reservations, generate expense reports, order office supplies, manage subscriptions
- Assist with advertising operations requirements across Arrow brand, Indiegogo and Supplier campaigns – including but not limited to tracking, tagging, publisher/agency correspondence and media plan management
- Manage advertising assets database, keep materials organized and up-to-date
- Maintain and fulfill production and advertising schedules
- Provide client support through content production and advertising fulfillment processes
- Support marketing and new business development
- Pull month end digital reports through OAR
- Coordinate communications between G/O Digital, the account rep and the account
- Provide clerical support to Sales Manager and Account Executives to include typing correspondence, phone duties, contracts, memos, proposals, expenses, credit and contract processing, prepare and distribute reports, filing, and other various projects. Provide support while Sales Manager and Account Executives are out of the office (i.e., on sales calls or vacation)
- Help maintain a current database of all existing and potential advertisers for each Account Executive through salesforce in order to contact customers on a consistent basis with correspondence such as e-mails, letters, proposals,

Qualifications for advertising coordinator

- Provide support and follow-up with internal and external customers
- Provide support for department to include providing backup for the other support staff, distributing faxes, answering phones and taking complete messages, and other duties as required
- Salesforce.com or other CRM preferred
- Willingness to learn media platforms and products
- Agency background and/or experience with multiple media platforms (with emphasis on traditional and digital)
- Knowledge of sales process and salesforce.com a plus