



Example of Traffic Specialist Job Description

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Our growing company is looking to fill the role of traffic specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for traffic specialist

- Monitor print and digital ad orders for deadline and materials compliance
- Works as the liaison between the customer, Account Managers, Account Executives and the GIADC, in developing high-quality results-driven creative solutions for all Star Media advertising platforms
- Oversee Creative Requests as they are received from multiple departments within the company, applying proper scheduling, status, and personnel based on capacity and job details
- Manage execution of Creative Requests, consistently keeping a high number of jobs on track (internally and externally) to meet tight deadlines
- Coordinate proofing process from job intake to final approvals, using digital PDF proofing system
- Work with Traffic Manager Work with Traffic Manager to track progression of activities on a timely basis
- Utilize knowledge as a digital/print production expert, provide expert advice to job owners concerning lead times, job requirements and production costs to level-set expectations
- Develop and maintain relationships with key stakeholders/partners at all levels throughout the company scheduling and running status meetings, aligning partner teams on priorities and providing alerts to stakeholders for the initiation of a project or next activity milestones
- Responsible for preflight final files, verifying all necessary approvals have been obtained and release final files to the appropriate department/printer for processing

Qualifications for traffic specialist

- Familiarity with online advertising principles and internet technologies
- Proficiency in the Microsoft Office Suite (Word, PowerPoint, Excel)
- Knowledge of website basics (standard web terms, industry ad standards, digital media language)
- Experienced in palletizing cargo on single, multiple/married 463L pallets using side and top nets, straps, chains and devices for restraint
- Analyse our online marketing performance and identify areas that require optimisation and improvement
- Maintain and improve our online marketing reporting systems