



Example of Traffic Job Description

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Our company is searching for experienced candidates for the position of traffic. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for traffic

- Provide accurate/timely traffic instructions to talent paymaster in order to generate residual invoices
- Ad Sales Management for commercials
- Develop MIS Reports for decision making on inventory Client Spends, Effective Rate by region etc
- Interface between Sales & HK Traffic
- Meeting and building relationships with 3rd party production/creative/digital suppliers recruitment agencies
- Works closely with project managers, designers, production artists, and editors to resolve issues and ensure commitments to due dates are met
- Assists in identifying need for problem-solving
- Edit/Manipulate daily logs for FSN Netbase by placing commercials in appropriate places on the log based on client specifications
- Reconcile daily log for FCS stations
- Build formats for all shows on the schedule

Qualifications for traffic

- Experience trafficking in DFP a must
- Previous contact and knowledge of work-flow and tags with vendors is a plus (DoubleClick, Mediamind, Mediaplex)
- Well-honed ability to collaborate at all levels within an organization

- BA degree and/or minimum 4 years related work experience required
- Minimum 4 years' work experience required in related field involving trafficking and distribution of artwork materials for marketing purposes