

Media Coordinator Job Description

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 45 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company. Together, we daily live out the Hirons mantra: Outwork, outthink, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

Media Department

At Hirons, our vision is to build upon the media department's highly strategic client consultation approach by creating performance driven media programs of value. Traditional media is utilized as clients' marketing goals call for mass media but also align with the growing list of digital media opportunities. Instead of viewing traditional media and digital media as separate ways to buy, Hirons integrates the two together accomplishing one goal for the client.

Although digital media is becoming a driving force, the media department must remain committed to a foundation of offering well-designed comprehensive media programs grounded in research, historical data, market knowledge, superior audience target analysis and media partnerships that are channel agnostic.

As the media world keeps adapting and growing, so will Hirons. Currently, Hirons is involved in video, audio, out of home, print and digital advertising across multiple networks. Advanced targeting, A/B testing and continual optimizations are key in creating high-performing campaigns. Staying on top of technology and industry trends is crucial to maintaining the best practices and growth. Hirons is committed to continuing its partnership with Google to ensure our clients gain access to beta products, competitor data and additional strategic support. Additional relationships continue with Basis Technologies, Simpli.fi, Facebook, Bing, and other networks to help create diversified knowledge and support in the paid media space.

Media Coordinator Summary

The role of the Media Coordinator is an entry-level position that facilitates the learning required to become a media planning and buying professional. Media Coordinators are exposed to the research, planning and management of paid media channels such as broadcast television, cable, terrestrial radio, out of home, print, paid search, paid social, display, streaming audio, and streaming video campaigns. This position supports the day-to-day activities of the media department. They are expected to execute all duties relevant to research, planning, buying, optimizing, invoicing, ad specifications, asset deadlines, creative trafficking, billing, and reporting as directed by the associate media director. While job functions vary by client, a successful media coordinator will:

- Work on multiple projects at the same time
- Assist the team to meet or exceed deadlines
- Be resourceful and a forward thinker on what is yet to come

Duties and responsibilities

- Conduct research including target audience identification, competitive analysis, search engine keyword analysis and secondary research aggregation
- Use qualitative and quantitative research tools such as Scarborough, MRI-Simmons, US Census Data, and other public data utilities to glean insights to inform decision making at all points of the campaign development process
- Assist in research and development for assigned client media deliverables and implementation for specific media outlets
- Assist in the identification and qualification of media vendors
- Establish and maintain client and media partner relationships
- Work closely with media specialists in the preparation of audience targeting, plan estimates, campaign schedules, budgets, client billing vendor payment and other project management needs
- Coordinate the trafficking of media creative assets between agencies, publishers, and technology providers
- Analyze campaign performance and research results using a variety of tools and optimize campaigns on a weekly basis
- Assist in post-buy analysis and campaign reporting as agreed upon on a client-by-client basis for each campaign
- Create reporting and provide insights on campaign performance, including recommendations on next steps
- Maintain a historical record of client performance and help establish new KPIs and metrics as needed based on the marketing goals
- Engage in self-directed and Hirons development offerings to achieve training and certification in all aspects of digital media
- Work on other projects/responsibilities as assigned

The Media Coordinator reports to the Media Director.

Qualifications and skills

- Bachelor's degree in marketing, advertising, communications, or a related field
- At least one professional internship or similar work experience in paid media
- Motivated, organized and detail-oriented
- Ability to handle all work in an ethical and courteous manner
- Proficiency in Microsoft Office, including Excel, PowerPoint, Word, and Outlook
- Willingness to learn media and agency software applications
- Willingness to learn digital systems such as Demand Side Platforms (DSPs), Google, Meta, etc.
- Google and Meta certification is a plus

Character

All Hirons employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hirons holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hirons employee-owner, you are expected to:

- Be clear, forthright, direct, and sincere in every interaction – whether with clients, colleagues, the media, or the public.
- Do what you say you are going to do.
- Do the right thing.
- Always act in the best interest of the client.

- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on X.
- Never disparage a competitor, colleague, or client.
- Earn, preserve, and protect our reputation.

Equal opportunity employment policy

Hirons provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.