



## APPENDIX A

### Source Interlink Career Opportunity Form

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**POSTING DATE:** October 15, 2009

**POSITION:** Digital Advertising Sales Coordinator

**DEPARTMENT:** Source Interlink Media/Automotive.com

**LOCATION:** Los Angeles, CA

**REPORTS TO:** Sales Director

#### **FUNCTIONS:**

- Work with Sales staff to develop comprehensive online media strategy to meet each agency's/client's marketing objectives.
- Assist Sales Manager in assembling site consideration set and help make recommendations on how to best allocate advertising budgets while utilizing media research tools, internal resources and industry/market knowledge.
- Tailor RFPs and general presentations to clients per the Sales Manager utilizing PowerPoint, Excel and Word
- Provide supporting research for recommended media strategies and plans.
- Facilitate order processing and approval of media plans
  - Send approval email, and fax & file in a yearly binder
  - Creation of a tracking form for every advertising campaign
- Secure creative assets from agencies/clients prior to campaign start
- Work with Advertising Operations to oversee and monitor ongoing campaign performance ensuring campaigns are executed properly and according to client expectations.
- Assist Campaign Management team in strategic analysis of campaigns and provide recommendations for future media plans.
- Hold weekly campaign review meetings with your Ad Ops rep
- Hold bi-weekly campaign review meetings with your Sales Manager and provide detailed updates/recommendations
- Weekly tracking and managing (optimize if needed) of advertising campaigns via Dart and/or Third Party providers
- Manage monthly/quarterly third party billing reconciliation
- Send wrap reports including screen shots and final delivery to the agency and/or client after each campaign
- Pull basic research runs for MediaMetrix, @Plan and Advertising Database
- Generate in/out of-town expense reports for Sales Reps
- Foster ongoing relationships with both agencies and clients.
- Maintain client contacts database, update regularly
- Accompany Account Managers on external meetings and presentations where appropriate.

- Support Account Managers in responding to client requests and special projects as necessary

**REQUIRED QUALIFICATIONS:**

- Bachelors Degree or higher
- 2+ years interactive account management and/or online media planning and buying
- Heavy attention to detail and strong communication skills.
- Effective project management skills along with proactive problem-solving capabilities
- Excellent time management
- First-class client service
- Outstanding interpersonal skills
- Self-motivated, patient and adaptable
- Entrepreneurial and team-oriented spirit with exceptional character
- Strong working knowledge of Microsoft office (Excel, Word, PowerPoint and Outlook).
- Familiarity with DART, Nielsen/NetRatings, @Plan. Operative a plus.
- Knowledge and use of interactive media planning and IO tools: Media Visor, Atlas, etc

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Experience working with a sales team, with proven success in building ad revenue.
- Must be a creative thinker who can take an idea from concept to completion.
- Strong interpersonal skills are required as the right candidate will be working with all levels of employees.
- Excellent oral and written communications skills.

**EQUIPMENT, SOFTWARE USED:**

- Personal Computer
- Microsoft Office

**HOW TO APPLY FOR THIS POSITION:**

Mail, fax or email resume, letter of interest, internal job posting application, and any other relevant information you would like to submit to:

**NAME:** Human Resources  
**ADDRESS:** 774 S. Placentia Ave.  
Placentia, CA 92870

**FAX:** 714-939-2526  
**EMAIL ADDRESS:** [career@sorc.com](mailto:career@sorc.com)