

**CMI Job Posting**  
**CAMPAIGN ANALYST**  
**October 2010**

Communications Media, Inc. (CMI) is an advertising media and promotions planning organization offering digital and offline media strategy and execution along with account management and data analytics services.

We are seeking a Campaign Analyst to be responsible for the proper implementation and reporting of online and offline advertising campaigns for our clients and day-to-day ad operations, including Trafficking, QA, Campaign Implementation, Campaign Performance Reporting, and Optimization recommendations for all assigned accounts.

**Primary Responsibilities:**

- Generate monthly campaign performance reports and optimization recommendations to planning teams.
- Troubleshoot internal and external ad server system issues.
- Interface regularly with partners and resolve issues that arise, including reporting discrepancies, creative policing, and trafficking requirements.
- Manage the trafficking, testing, and implementation of ad campaigns and pixel tags as needed.
- Regularly monitor all live campaigns for proper serving, click through action, and conversion events.
- Coordinate with supplier community on best practices for optimization and how best to configure programs for optimization opportunities.
- Enforce SOP on capture of necessary data from both client and suppliers for objectives and KPI's
- Coordinate with any necessary client data feeds.
- Assist senior analysts to build measurement plans based on strategic imperatives, communications objectives, and media strategies.

To be considered, candidates must possess a Bachelor's degree in Marketing, Statistics, Mathematics, Economics, Psychology or other relevant graduate degree and 3-5 years of related online web analytics/ research and/or ad operations experience.

**Additional qualification requirements:**

- 3-5 years experience working with Ad Serving Technologies, especially DFA, Atlas, MOJO Mediaplex, and other in-house ad serving systems. Proficient with javascript, iFrame, and other html coding as it relates to ad serving and pixel implementation.
- Working knowledge of Adobe Flash.
- Knowledge of Rich Media technology and current vendors in this space.
- Strong Excel skills (creating and working with pivot tables, conditional formulas, etc.) is required.
- Knowledge of: SQL and other database technologies, Omniture, WebTrends and other website analytics tools, Offermatica, Mediaplex MOJO, Atlas, Eyeblander, DART, Excel, Word, PowerPoint, Access and Project.
- Direct experience with online direct marketing or online media performance analysis.
- Knowledge of statistical modeling techniques, segmentation, research, lifetime value, ROI a plus.

We offer an excellent benefits package including medical, dental, short- and long-term disability, Life insurances and 401k.

CMI is an Equal Opportunity Employer, M/F/D/V.

Apply here: <http://www.cmirecruiter.com/compas-job.php?jobid=4>