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Corporate / Sales Development
Project: Integrated Media Attribution Specialist
Atlanta, GA

Project Summary:

Businesses that invest their advertising dollars with Cox Media Group come in all shapes and sizes, and no one single advertising solution works for everyone. Your knowledge of both traditional and online media combined with your communication skills and analytical abilities will shape how our salespeople engage with their customers in the future. As the Sales Development team's Integrated Media Attribution Specialist, you will be at the forefront of quantifying and evangelizing the subject of ROI (Return on Investment) at Cox Media Group. You will seek to identify the most successful elements of our customized client solutions, partnering with our local media properties to measure and report on the success of their clients' advertising campaigns

Key Responsibilities:

Work with selected CMG Account Executives and Sales Managers across multiple markets in order to help them solve their measurement and attribution challenges, leading to incremental business growth for the company.

- Maintain an inquisitive, investigative demeanor in this role, knowing that data and evidence may be difficult to obtain.
- Develop case studies as a result of this work, enabling the company to share its successes across each media platform.
- Build thorough knowledge of how our clients can use different advertising solutions to meet their marketing objectives.

Key Skills:

- (1) Strategic thinking with business acumen- ability to understand and retain awareness of advertising strategies for businesses in a variety of categories.
- (2) Strong analytical skills, at ease working with spreadsheets and multiple sources of data to turn numbers into insights.
- (3) Effective presentation and communication skills.

Performance Objectives & Deliverables:

You will provide high caliber advertiser campaign analysis. In this position, you will understand the details of individual campaigns and will work with our salespeople and our Sales Development team to prove out the Return on Investment (ROI) on the advertiser's spend with the company

Deliverables/Milestones:

The first 90 days will be spent with the Sales Dev team and our local properties to learn the media / advertising business, & become aware of the solutions sold to our customers. Once completed, the Associate will also be assigned to work with selected CMG AE's and Managers. The final deliverables will be coordinated through Kristy Vinot, allowing for best practices findings to be shared at scale across all CMG properties.

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Interfaces:

CMG Sales Development team as well as existing Attribution specialists at CMG Digital Revenue & Operations. ALSO- selected local property contacts as determined by the Sales Dev team.

ROI has always been important, but we never had to talk about it. The (recent) Magid study proved that we definitely need to do this for Digital. We need to be able to discuss ROI for every sale that we make, not just Digital. ROI is not something that we need to get better at for the future, it is a right now today topic. This position is aligned with our core and digital growth strategies for 2017, and has the potential to impact every property. It's innovative; we've not heard of any competitor successfully tackling the attribution challenge across both digital & traditional media. This position will "connect the dots" on the subject of ROI- and we'll all be better as a result

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