

CURRENT OPENINGS | USA

Job Title: **Business Analyst (Campaign Delivery Manager)**
Department: **Ad Operations**
Location: **Santa Monica, CA, USA**

ABOUT ADCONION

Adconion Media Group is the largest, privately held independent global audience network with the intention of positioning itself next to Google and Yahoo! Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized technology and products designed in-house while delivering massive global reach across multiple platforms through a single network. The company provides innovative products and high ROI for advertisers and competitive revenues for publishers. Adconion reaches nearly 300 million unique users worldwide...1/3 of the total global Internet population. According to comScore Media Metrix, in the year ending November of 2008, Adconion grew faster than any other network in the U.S. – 62.3%! Adconion is also an international leader in evolving the ad network model to create, distribute and monetize video content via its video syndication product, AdconionTV, and its branded content development and distribution arm, wholly-owned subsidiary RedLever (www.red-lever.com).

The holding company is a UK company with corporate offices in the UK, Germany and the US. We have sales and media offices around the globe including Germany, France, Spain, Canada, the UK, the US, and Australia with more coming soon. In February 2008, Adconion received a record US \$80 million of funding and acquired Frontline Direct, a US based email and database marketing specialist. We won the Investor AllStars award for 2008 “Deal Envy of the Year” in addition to being named to the Library House list of the hottest 100 private media-tech companies in Europe. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

THE POSITION: BUSINESS ANALYST

Do you love online advertising, interacting with people and hyper-growth entrepreneurial environments? Are you interested in solving complex problems while learning more about the exciting online media industry and the business world at one of the most progressive online advertising companies? Adconion is looking for a talented and motivated individual with online advertising experience and strong analytical skills to join our team. Adconion’s work environment is fast-paced and intellectually demanding. We work hard, play hard and our passion for online media, technology and building the next global industry leader is at times overwhelming. We strive to provide a corporate culture and structure that attracts and retains super stars. Find out more on our website at www.adconion.com.

The Business Analyst role proactively manages and analyzes delivery and performance of Adconion’s advertisers and is expected to provide optimization and pricing recommendations to the Client Service team. This individual must have (or develop) a strong understanding of internet advertising technology, as they are expected to think out-of-the-box and provide custom solutions to meet the needs of our advertisers. Success in this position is measured by 100% delivery of a campaign and increased advertising budget month-over-month. This role is a sales support role and is one of the most critical roles in the company - it is essential that the individual is able to meet deadlines.



REQUIRED SKILLS/EXPERIENCE

- 2-years online advertising experience preferable
- University degree in mathematics/economics/computer science desirable
- Ability to prioritize and focus, with a high level of attention to detail
- Highly organized, with ability to manage multiple tasks simultaneously
- Use creative thinking to help meet campaign objectives
- Good presentation, communication and interpersonal skills with the ability to articulate and deliver messages effectively
- Ability to work in a strong and international team environment
- Must have project management skills
- Proficient in Microsoft office suite & web browsers
- Proficiency in English language
- Basic online programming and ad-server knowledge preferred
- Able to make immediate impact and gain credibility quickly

KEY RESPONSIBILITIES

- Approve all Insertion Orders and pricing along with inventory projections to the Account Managers to ensure that campaigns are successful;
- Manage final campaign setup and campaign launch by “pre-targeting” campaign across network;
- Provide optimization and pricing guidance to Client Service Team;
- Ensure full delivery of advertising campaigns by working with Account Managers, Media Buyers and Network Managers;
- Provide monthly and quarterly campaign reporting and analysis;
- Work with sales team on RFP’s by leveraging both prior campaign experience and in-depth knowledge of available products and solutions;

WHAT YOU SHOULD BRING AS WELL

The successful candidates will thrive in a competitive and fast-moving business environment while adhering to high ethical standards; will exhibit confidence, empathy and intelligence in discussions with business owners and marketing executives; will devote significant off-the-job time to improving their understanding of the online advertising world; will interact in a co-operative and friendly manner with co-workers; and will perform at a consistent and high level with minimal need for supervision or management. You must have a College degree and experience in MS Word, PowerPoint and Excel.

If you think you qualify for the above position please send your resume with a cover letter and salary requirements to jobs-us@adconion.com. **Please indicate ‘Business Analyst’ in the subject line.**

