



**Title:** Video Coordinator

**Department:** Digital

**Reports to:** Digital Manager

**Job Summary:**

Did you know that video will account for 79 percent of internet traffic by 2020? It's a great place to advertise, and that's why Strong is looking for a new **Video Ad Coordinator**.

This position will harness the growing interest in online video by managing a roster of pre-roll advertising accounts within Google Ads. As the Video Ad Coordinator, you will be in charge of 25+ video pre-roll accounts, responsible for things like campaign creation, audience targeting, and optimizing placement and landing pages for automotive dealerships.

For pre-roll advertising to work, it's important to have ads that engage viewers. This is why you'll work closely with the production department and account managers on ad direction and strategy.

You'll ensure the best value from our clients' spending by managing their pre-roll budgets. This includes budget ordering, pacing, and adjustments.

To showcase the fruits of your labor, you will prepare monthly reports using Google Data Studio. You'll also be the main point of contact for your assigned clients on anything video pre-roll related.

The manufactures that we work with have stringent standards, so the Video Ad Coordinator will be responsible for making sure that all advertising is compliant. As a holistic team member, you will also work with the Paid Search and Display teams to assist with tasks as needed.

Becoming a Video Ad Coordinator at Strong will put you in one of the fastest growing areas of online advertising. The skills you'll learn will be invaluable, and the team you'll be a part of will push you to grow every day.

**Overview:**

- Manages the day to day operation and execution for 25+ Video Pre-Roll accounts

- Responsible for all aspects of Video Pre-Roll ads: Campaign creation and optimization, customizing target audiences, placement optimization and landing page optimization
- Coordinates with Production and Account Team on campaign and ad direction
- Manages account budgets: Monthly orders for assigned accounts, daily pacing and budget adjustments
- Completes monthly reports for assigned clients using Google Data Studio
- Main point of contact for communication regarding Video Pre-Roll for assigned clients
- Work with Account Team to ensure that all ads are compliant
- Work with the Paid Search and Display team and assist on account tasks as needed

**Qualifications:**

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- HTML experience a plus
- Familiarity with Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools a plus

To apply, send your resume and cover letter to [humanresources@strongautomotive.com](mailto:humanresources@strongautomotive.com)