



**Title:** Video Coordinator

**Department:** Digital

**Reports to:** Digital Manager

**Job Summary:**

The Video Coordinator is responsible for managing all Video Pre- Roll accounts within Google Ads.

**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)