



CO-OP Advertising Assistant for a Global Luxury Brand

Famous Global Luxury Brand is seeking a talented CO-OP Advertising Assistant for their NYC Headquarters.

We are seeking someone analytical and detail oriented with strong Excel skills. This role is responsible for monitoring many spreadsheets, exporting reports, and analyzing the data. They must have knowledge of Google AdWords and SEM programs. Eventually they will be responsible for managing the day to day of our centrally run SEM program and analyzing performance in order to make sure it is operating smoothly and also determine if any optimizations can be made based on current performance. Additionally, they should be personable and have excellent communication skills – written as well as spoken – as they will be communicating with our network of Brand Retail Partners. The role will also serve as the Key Point Person for all administrative support needs of the CO-OP advertising team. Excellent opportunity for growth within the Marketing Communications department.

Position reports directly to the CO-OP Advertising Manager.

It is important to note that tasks of the Co-Op Advertising Assistant position are primarily administrative, in support of Co-Op initiatives. (Exporting reports, analyzing the data, monitoring retailer budgeting and spending, managing the day to day of the SEM program, etc.) It does also involve a great deal of communicating with our Retail Brand Partners and external agencies.

Key Responsibilities:

Through administrative support activities, ensures seamless execution of Co-Op initiatives and advertising plans.

Ensures that day-to-day assigned tasks are completed successfully in support of the Co-Op advertising team and to Brand's standards of Excellence.

Ensures that all projects and special assignments are completed in a timely manner.

Ensures successful partnership with production Agency to ensure accurate delivery of creative assets.

Supporting team in the administration of the Brand SEM and Co-op digital program.

Sending mailings.

Tracking Co-Op plans.

Liaison between brand retail partners and ASM's.

Approving and denying brand media.

Maintaining and updating brand retail partner contact lists

Tracking spends and claims.

Processing monthly brand partner credits.

Invoicing brand retail partners.
Keeping Brand Retail Partners informed of new advertising materials.
Resolving Brand Retail Partner issues.
Ordering materials for Brand Retail Partner media placements
Updating and maintaining media plans and creative rotations in Media Planning Tool for COOP team.
Updating logo files via Production Agency as needed
Communicating with Brand Retail Partners about upcoming ad selections and pending ad proofs

Key Skills & Requirements:

Must know GOOGLE AD WORDS
Must know SEM, Digital Paid Search
Must have strong EXCEL and comfortable with Reports
Written and oral communication skills
Relevant computer skills
Knowledge/Passion for the brand
Attention to detail
Time management
Organizational skills
Interpersonal Skills
Digital paid search
Google Ad Words

If interested, please email your CV to Resumes@OmniChannelCareers.com