



Position Title: Media Specialist
Department: Media

Central States Marketing is seeking a dynamic and motivated Media Specialist to join our media team. You'll be joining a company considered one of Central Illinois' most innovative leaders in marketing. The Media Specialist supports the marketing department by assisting in the planning, execution, coordination, and tracking of traditional and digital media campaigns. This role primarily focuses on traditional media placements (print, out-of-home, radio, and broadcast support) while providing limited support for digital media monitoring and reporting. The ideal candidate is highly organized, detail-oriented, and able to manage multiple timelines and vendor relationships in a fast-paced environment.

Key Responsibilities

- Assist in the coordination and execution of traditional media placements, including print, out-of-home (OOH), radio, and broadcast advertising support
- Support the development and tracking of media schedules, insertion orders (IOs), and placement confirmations
- Coordinate with media vendors, publishers, station reps, and production partners to ensure timely ad delivery
- Review advertising specifications and assist in ensuring all creative materials meet technical requirements
- Track campaign placements and collect proof of performance (tear sheets, affidavits, confirmations)
- Prepare reports, summaries, and presentation materials for internal stakeholders
- Support post-campaign reconciliation, including verification of placements and invoice matching
- Develop supporting materials such as media plans, budget tracking sheets, and campaign asset lists
- Assist in monitoring digital media campaign performance through reporting dashboards and analytics tools
- Support the collection and organization of performance data (traffic, impressions, reach, and conversions)
- Help prepare basic reports summarizing digital campaign results for internal review
- Coordinate with internal teams to ensure assets are delivered on time and correctly implemented
- Work closely with the Media Director and Digital Director to ensure alignment across campaigns
- Assist with paid media placement across traditional and digital channels, ensuring accuracy and alignment with campaign objectives
- Analyze campaign performance reports to identify trends, insights, and optimization opportunities
- Monitor and measure campaign performance against key metrics, providing actionable recommendations for improvement
- Support ongoing optimization efforts by tracking pacing, delivery, and overall effectiveness of media placements

Qualifications:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- 1-2 years of experience in a marketing role or relevant internship experience.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint)
- Familiarity with Asana and Monday.com
- Familiarity with social media platforms and content management systems.
- Basic knowledge of graphic design tools (e.g., Adobe Creative Suite) is a plus.
- Knowledge of Google Looker Studio is a plus
- Excellent organizational skills and attention to detail.
- Ability to multitask and prioritize in a fast-paced environment.
- Creative and innovative thinker.
- Strong analytical and problem-solving skills.
- Team player with a positive attitude.
- Self-motivated and eager to learn.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.