central states marketing

Marketing Coordinator
Peoria, IL | Full-Time | Onsite
Job Description

Build Your Career in Media

Are you organized, curious, and interested in how advertising reaches the right people at the right time? Central States Marketing is looking for an **On-Site Marketing Coordinator** to join our growing Media Department in Peoria, IL. This is an opportunity to gain hands-on experience across the full media landscape while working alongside experienced media professionals.

You'll be exposed to both **digital and traditional media**, digital advertising, (including but not limited to paid search, online video, and social media) as well as radio, television, outdoor, and print You'll see how campaigns are planned, launched, monitored, reported, and evaluated, giving you a strong foundation to build a long-term career in media.

The ideal candidate is eager to learn, naturally curious, detail-oriented, and committed to delivering high-quality work. They enjoy organizing information, keeping projects moving, solving problems, and working collaboratively with others. They're comfortable asking questions, taking ownership of their work, and speaking up when something doesn't look right. While media experience is helpful, a strong work ethic, growth mindset, and desire to develop new skills are even more important. Most importantly, the ideal candidate is excited to build a career in media and learn how advertising works across digital and traditional channels.

What You'll Do

Digital Media

- Assist with digital and social media campaign setup and quality assurance.
- Review creative, targeting, budgets, tracking, and campaign details for accuracy.
- Monitor campaign delivery, pacing, and performance.
- Assist with reporting and organizing campaign results.
- Research audiences, media opportunities, and platform updates.
- Identify and communicate issues with campaign delivery, tracking, or performance.

Traditional Media

- Assist with media plans, proposals, budgets, and placement documentation.
- Prepare and distribute insertion orders and traffic instructions.
- Coordinate with radio, television, print, outdoor, and other media vendors.
- Request and organize rates, availability, deadlines, and specifications.
- Maintain placement schedules and campaign documentation.
- Collect confirmations, proofs of performance, and other required materials.
- Assist with invoice reconciliation and identifying discrepancies.
- Follow up with vendors on outstanding items and deadlines.

Team & Media Operations

- Help maintain CSM's media systems, procedures, and project-management tools.
- Identify missing information and potential issues before they impact a campaign.
- Communicate with internal team members to keep projects moving.
- Assist with presentations and client planning materials.
- Participate in training, vendor meetings, and special projects.

Qualifications

- Bachelor's degree in Marketing, Advertising, Communications, Business, Digital Media, or a related field, or equivalent internship/relevant experience.
- Strong interest in advertising, media, and digital marketing.
- Excellent organizational and time-management skills.
- Strong attention to detail and commitment to accuracy.
- Strong written and verbal communication skills.
- Ability to manage multiple priorities and deadlines.
- Proficiency with Microsoft Office, particularly Excel, PowerPoint, and Outlook.
- Willingness and ability to learn new technology, platforms, and processes.

Helpful, but not required:

- Internship or previous experience in marketing, advertising, communications, or media.
- Exposure to platforms such as Meta Ads Manager, LinkedIn, TikTok, Looker Studio, or other advertising/reporting platforms.
- Experience with reporting, data organization, or analytics.
- Familiarity with project-management tools such as Asana.
- Experience coordinating projects, vendors, or multiple deadlines.

Where Can This Role Take You

This position is designed to give you a broad foundation before developing a specialty based on your strengths and interests. As you gain experience, you'll have opportunities to develop skills in:

- Digital and social media advertising
- Paid search and programmatic media
- Display and online video
- Media planning and buying
- Radio, television, outdoor, and print
- Campaign reporting and analytics
- Media research and audience development
- Media technology and workflow

Potential career paths include:

Media Specialist | Digital Media Specialist | Traditional Media Specialist | Traditional Media Buyer
At CSM, this role is an opportunity to learn the business, build real-world experience, and grow into the area of media that's the best fit for you.

The starting salary for this role is $42,000 annually; however, the final compensation will be determined based on the candidate's experience, skills, and qualifications.

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.