



Direct Response Media Software Implementation Specialist

Provide initial and short term training and support for new Direct Response advertising agencies and media buying services, to successfully implement CoreMedia's Direct Response media management software.

Essential Skills:

- Excellent communication skills (interpersonal, written, and public speaking)
- Strong leadership skills to support creative and efficient problem solving
- Exceptional time management with the ability to manage multiple projects simultaneously
- Self-starter who is highly motivated to take initiative

Responsibilities:

- Preparation of training estimates, agendas, and outlines
- Software installation
- Conduct end-user onsite and remote software trainings
- Successful implementation of CoreMedia's Direct Response media management software
- Software testing and design review
- User documentation
- Daily phone and online support

Qualifications:

- 2+ years of media management experience, preferably in Direct Response
 - BA or equivalent work experience
 - 2 + years of experience in media buying, planning or analytics, preferably Direct Response, is preferred
 - Knowledge of advertising software (CoreDirect, CoreBuy TV, CoreBuy Radio, Donovan Data Systems, Strata, MediaBank, EAS, CAMS , Medialine, SmartPlus) is a plus
 - Client service and/or client-facing experience
 - Must have the ability and willingness to travel
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