



# Publicis Healthcare Communications Group

<b>Title:</b>	<b>Media Technology: Associate</b>
<b>Reports to:</b>	INCLUDE DIRECT AND INDIRECT HERE
<b>Location:</b>	
<b>Career Family &amp; Level</b>	MEDIA TECHNOLOGY; LEVEL A

### **About PHCG**

Publicis Healthcare Communications Group (PHCG) is the largest healthcare communications network in the world. We are a division of Publicis Groupe S.A., the third largest advertising and media company, giving us unparalleled global reach.

PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. Our nearly 5,000 employees work to manage nearly 10 agency brands through 58 offices located in 11 countries.

In a constantly changing world, our goal is to create life-changing dialogue around health and wellness.

### **About Agency**

Publicis Health Media (PHM) is the strategic media planning and buying agency within PHCG, and the only global media agency solely dedicated to the health and wellness space. Our mission is to define moments along the health journey, and equip people with the tools and communications they need to make healthy decisions.

PHM's core is made up of franchise and enterprise AOR relationships with some of the largest clients in the world. We also partner with PHCG and Groupe creative agencies to support large client brand assignments in health and wellness. By leveraging a centralized pool of health and wellness cross channel experts, we have the ability to drive business results for our clients worldwide.

Our core capabilities include:

Connections Planning  
Business Intelligence and Performance  
Cross-channel planning and buying

Paid and Organic Search  
Programmatic Buying  
Mobile

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### **Position Summary**

The Media Technology Associate acts as a liaison of technology to the rest of the Media team. The Associate assists the Media Technology Manager with keeping on top of the latest media technologies, bringing forward innovative solutions to the media team, and is responsible for identifying opportunities and managing the technology. The focus is to use technology to enable media that reaches the right audience with the right message at the right place.

### **Key Responsibilities**

#### **Knowledge**

- Knows how the agency works and how jobs flow through the agency. Understanding internal departments & processes
- Advanced Office knowledge, especially Excel (pivot tables, vlookup, familiarity with ppt, etc.)

- Proficient to advanced level of technology expertise
- Solid foundation of industry terminology and professional communication skills
- Conceptual understanding of multiple targeting technologies (incl. re-targeting, geo, behavioral, etc.)
- Working knowledge of ad serving tech
- Exposure to advanced tagging techniques

**Internal: Operations, Tactics and Strategy**

- Convey simple technical ideas clearly
- Provide progress reports to managers as needed
- Strong interpersonal skills
- Execute technology related tasks as directed by managers
- Begin to evaluate new technology and new vendors against current infrastructure or client needs
- Assist in reporting innovative technological advancements to rest of team
- Diligently and flawlessly executes on assigned area of project
- Support Technology Manager in campaign executions
- Collects and understand creative/technical specifications
- Attend and participate in presentations from vendors and/or conferences offering media solutions that may be relevant to the Technology group
- Learn and incorporate industry terminology in communications, building foundation of professionalism, working on conveying ideas clearly and concisely
- Day- to-day operational resource for internal teams
- Troubleshooting ability of media tools (MV, RM, etc.)

**Client Relationship**

- Detailed, professional and timely communications to internal team
- Solid listening skills and takes notes during meetings, disseminates notes & follow-up as appropriate
- Clear, concise, and logically constructed written and verbal interaction with internal teams and external media vendors
- Building experience with presentation and public speaking skills

***Requirements***

- Passion for technology
- Driven by (and passionate about) working with people
- Exhibits Integrity and Trust
- Exhibits Self Development
- Adherence to agency procedures (on-time and accurate timesheets, 360 feedback)
- Proficiency in computer skills used to manage day-to-day workflow (e.g., Microsoft Office Suite)
- Ability to work in a matrix (multi-supervisory) environment
- Ability to multi-task, manage one's time, and demonstrate personal organization and ability to meet deadlines (strong work ethic)
- Ability to take initial direction, then transition to a more independent work style

***Education and Experience***

- Bachelors degree required
- Experience strongly preferred