

Publisher Support – New York, NY

Job Code: #302

TACODA®, Inc. (www.tacoda.com) is the world's largest and most advanced behavioral targeting advertising network. Since 2001, TACODA has provided a comprehensive range of behavioral targeting solutions to thousands of Web publishers and brand marketers. Its patent pending technologies power TACODA *Audience Networks*[™] which enable brand advertisers to target relevant messages to specific audience segments. Major US media partners include Dow Jones, The New York Times Company, NBC Universal, Hoovers, HGTV.com, FoodNetwork.com, Cars.com, USAToday.com and Earthlink.

The Publisher Support Manager's core responsibilities are to maintain the satisfaction of our network publisher partners. The assurance of publisher success as participants in the TACODA *Audience Networks* is the driving force behind every daily task of the Publisher Support Manager. The Publisher Services Manager core responsibility is the maintenance and growth of our network publisher partner relationships. The assurance of publisher success as participants in the TACODA *Audience Networks* is the driving force behind every daily task of the Publisher Services Manager.

Responsibilities include:

- Provide support during the deployment process of both data and inventory publisher partners.
- Maintain the quality of the behavioral data contributed by the publisher partners
- Provide audience reporting consultations to publishers
- Derive new value from relations with key partners
- Maintain and expand publisher relationships to ensure minimal audience churn and maximize value of audience data to both the partner and to TACODA
- Provide ongoing business and technical support to publisher partners
- Proactively promote new programs to meet the growing demand for audience management tools to publishers
- Provide weekly updates to senior management regarding new and existing publisher status.

Qualifications:

Above all, this person must take pride in their work with a passion to succeed, a hunger for the sale, and love the thrill of working in a fast paced environment. In addition, the ideal candidate must possess or exhibit:

- 3+ years experience in online media (corporate or agency environment)
- Seasoned account manager with the ability to resolve difficult publisher support issues
- BA/BS degree from an accredited college or university in related field;
- Knowledge and understanding of online advertising and basic marketing campaign development;
- Skilled in analytics and research
- Knowledge of basic planning tools (ie. MediaMetrix, @Plan, etc)
- Excellent process development and communication (both verbal & written) skills;
- Strong analytical, organizational and client service skills;
- Detail oriented; Ability to multi-task;
- Must be proficient using the Microsoft Office Suite (Excel, Word, PowerPoint, Paint);

Please send your resume with a cover letter and salary requirements to resumes@tacoda.com with the job title in the subject line.