

Segment	Role	Description	Strengths required	Links with
Agency	<b>Reporter</b>	Collects campaign performance data from publishers or agency ad-servers. Translates the data into useful formats (tables, graphs) to help identify key results and learnings. Advises campaign co-ordinators of any reporting gaps or discrepancies for follow up.	Reporting is often an entry level role and a good way to get a solid grounding in the principles of online advertising. Despite being considered an entry level role, it is nonetheless a very important role and the industry needs more people to stay in reporting roles for longer to build up specialised skills. Reporters need to be numerically literate and have a keen eye for detail.	Internal: Traffickers, Campaign Co-ordinators, Media Buyers. External: Clients, Publisher Reporters, Publisher traffic managers
	<b>Trafficker</b>	Supplies ad specifications and deadlines to creative agency. Co-ordinates click-through URLs and reporting requirements with account manager. Loads creative into agency ad-servers or forwards with instructions to publishers. Tests creative and troubleshoots any issues. Finds creative ways to deliver rich media creative or out-of-the-ordinary campaign ideas.	Trafficking is one of the more technical roles in online advertising. It requires an understanding of the fundamentals of how the internet works, and an in-depth understanding of how ad-servers work. A good trafficker can make a lot of difference in how smoothly a campaign runs, particularly the more advanced rich media campaigns.	Internal: Reporters, Campaign Co-ordinators, Media Buyers, Media Planners, Account Managers, Producers, Developers. External: Publisher traffickers
	<b>Campaign Co-ordinator</b>	Ensures campaigns start on time and deliver to schedule. Works with reporters to identify potential delivery or performance issues, and works with account managers and media planners to resolve the issues.	Campaign co-ordination is often a stepping stone to media buying and planning. It requires a high degree of organisation and two-way communication skills. This is a good role to get an insight into the issues and limitations presented by different publishers or ad products, and what makes a successful campaign.	Internal: Reporters, Traffickers, Media Buyers, Media Planners, Account Managers. External: Publisher traffickers
	<b>Media Researcher</b>	Sources and collates research to help in the planning process.	Researchers need to be familiar with a wide variety of research tools, and to know which tools are the best for which type of research requirement. Researchers also need to be resourceful, and be able to seek out research from many different sources if it is not immediately available through subscription tools.	Internal: Media buyers, Media planners, Account Managers, Account Directors External: Research providers
	<b>Media Buyer</b>	Helps in the media planning process by checking inventory availability, pricing and viable ad formats. Once campaigns are approved, the media buyer handles the booking process with the publishers. Media buyers also often help the planners by collecting and collating advertising information and rates from publishers, ensuring planners have the information they need easily at hand.	Media buyers need to be very organised and keep good records. Many buyers eventually move into planning roles, and this is an excellent way to get to grips with the fundamental building blocks of media planning.	Internal: Reporters, Traffickers, Media planners External: Publisher account managers, Publisher traffickers
	<b>Media Planner</b>	Takes a brief from the account manager or client, and uses research, experience, planning tools and commercial knowledge to formulate a recommended media plan and supporting rationale.	Depending on the campaign objectives, the media planning process may be heavily structured and numbers oriented (particularly for direct response campaigns) or alternatively could be very creative and involve pioneering new advertising environments that don't exist on rate cards. Larger organisations can have planners who specialise in different types of campaigns or different target markets. This role generally requires a mix of detail focus and creativity which can be a rarity. A degree of commercial awareness is always a useful attribute in a media planner.	Internal: Traffickers, Campaign Co-ordinators, Media Buyers, Researchers, Account Managers, Account Directors. External: Clients, Publisher account managers
	<b>Search Marketing Specialist</b>	The Search Marketing Specialist plans, runs and optimises paid advertising campaigns on search engines like Google and Yahoo/Search. There are often intensive reporting requirements involved, as direct response outcomes are usually the most important ones to search advertisers.	One of the more specialised roles. Requires a strong attention to detail, a very structured approach, and a head for numbers. To be good at this role, you will need to read widely to keep up with developments in paid search, and be creative enough to try different techniques to keep your clients ahead of the competition.	Internal: Reporters, Campaign Co-ordinators, Media Planners, Account Managers External: Search engine sales and optimisers
	<b>Account Manager</b>	Liaises with the client to understand their business and marketing objectives. Helps formulate a brief for the planner and ensures it meets the objectives. Works with both the planning team and the creative team to get the best possible fit between the advertising and the environment it is displayed in. Troubleshoots campaign issues and negotiates resolutions. Works with the reporting team to understand the campaign performance indicators, and works on the resulting action points with the client, planners, creatives and traffickers.	The account management role requires excellent communication skills. Great account managers are able to quickly absorb information and identify opportunities, then work hard to capitalise on them. This is an action-oriented role, and not for the faint-hearted.	Internal: everyone External: everyone
	<b>Account Director</b>	Helps clients shape their marketing strategy and develop high level plans, objectives and measurement metrics. Usually has an account manager working with them as part of the client service team.	Strategic thinking, deep commercial experience and solid marketing experience are all important for this role.	Internal: Account manager, Media Planner, Researcher External: Client, Publisher strategic sales
	<b>Producer/Director</b>	Owens the responsibility for production of the online advertising creative. Often also responsible for the campaign landing pages or client website. Needs to ensure that the campaign works from a consumers viewpoint, and channels towards the desired campaign outcome. Directs the designer, copywriter and developer as required to produce the final ads.	Needs to understand the available technologies, and be alert for new creative opportunities. A good producer will work with the account and reporting team to find out how the creative met the campaign objectives, and will be constantly looking for ways to improve the creative output. Needs to be able to manage other people to get high quality ads produced on time and within budget. Technical credentials can be useful in establishing credibility and dialogue with clients in house web developers or IT teams	Internal: Account Managers, Account Directors, Designers, Copywriters, Developers External: Clients, Client web developers and IT teams
	<b>Designer</b>	Responsible for the creative design elements of the creative. Often work across both online and offline media.	Creative design skills are a pre-requisite. For online media it is useful to also have some production skills as the final production can either enhance or detract from the finished design. It is useful to have experience designing specifically for online, to make the best use of the animation and interactive opportunities available.	Internal: Producers, Copywriters, Developers External: Clients, Client web developers
	<b>Copywriter</b>	Writes the selling copy for the ads, and often the landing page or client website. Copywriters can also be involved in the paid search campaigns, writing the copy to appear on the search engines.	Creative writing, and an understanding of the psychology of selling are both important in this role.	Internal: Producers, Designers, Developers External: Clients, Client web developers
<b>Developer</b>	Developers get involved in writing code to help the front-end and back-end functionality of ads, landing pages and client websites.	Developers require an enquiring mind, and an ability to quickly understand and use new technologies. HTML, DHTML, PHP, Flash, Flex, .NET experience can all be useful. Technical credentials can be useful in establishing credibility and dialogue with clients in house web developers or IT teams.	Internal: Producers, Designers, Copywriters External: Clients, Client web developers and IT teams	