

Job Description and Standards of Performance

<u>Position Title:</u> Online Production Assistant	<u>Affiliation:</u> PNG
<i>Specialization:</i>	
<u>Department:</u> Creative Services, MaineToday.com	<u>Department #:</u>
<u>Date Updated:</u> 11/30/07	<u>Updated by:</u> C. St. Cyr
	<u>Job Code #:</u>

Position Purpose/Objective:

The Online Production Assistant works closely with the Creative Services Manager, Ad Traffic Coordinator, Sales Reps and other divisions to provide production support, including the set up and maintenance of ad programs, page tagging, developing on-line advertising and other promotional materials, etc.

All core duties are listed before supporting duties. The relative importance of duties relates to the anticipated impact of that duty to the business, department, customer, and/or product.

Position Duties	Meets Expectations When:
Sets up customers in database-driven advertising programs as needed. Examples include, but are not limited to: automotive inventory system, real estate listings, recruitment listings, business directory, etc. CORE	Customers' data is correct and uploaded in a timely manner; technology is implemented with minimal support. Systems department is consulted with appropriately to troubleshoot or debug. Interactions with customers are positive and professional.
Develops sales and marketing materials. CORE	Materials are high quality, enhance message, and fulfill project specifications. Materials are produced in an accurate, timely and complete way. Materials must meet the standards of internal customers.
Develops interactive advertisements. CORE	Ads are produced in an accurate, timely and complete way. Ads are effective in delivering and reinforcing advertiser's message. Animation is used appropriately and

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	<p>in context, not for its own sake or to simply draw attention. Interactive elements function smoothly and intuitively for users. Produced materials are accepted by customers and increase and/or protect advertising revenue.</p>
<p>Works with internal and external customers as needed to ensure that design and production work is appropriate and consistent with customer expectations.</p> <p>CORE</p>	<p>Interactions with associates, supervisors and other departments and clients are professional, effective and constructive. Offers and applies suggestions effectively, resolving differences of opinion on approach, style and priority in a constructive and professional manner. Keeps supervisor and interested parties informed on works in progress.</p>
<p>Leads page tagging operations.</p> <p>CORE</p>	<p>Ensures that correct tagging results in fulfilling contract requirements. Pages are kept intact and follow MaineToday.com page standards.</p>
<p>Supports and backs-up ad trafficking function.</p> <p>SUPPORTING</p>	<p>Supports the Ad Traffic Coordinator by possessing the knowledge of all pertinent software/systems necessary to perform duties efficiently, following standards and procedures. (See Ad Traffic Coordinator job description for duties and performance expectations.)</p>
<p>Uses available technology to support efforts as needed.</p> <p>SUPPORTING</p>	<p>Possesses adequate knowledge of all pertinent software/systems necessary to perform duties efficiently.</p>
<p>Keeps up on industry trends.</p> <p>SUPPORTING</p>	<p>Work is informed by industry trends and techniques, new ideas are generated by contact with outside sources, knowledge of trends is shared with others.</p>
<p>Performs additional related duties as assigned.</p> <p>SUPPORTING</p>	<p>Additional related duties are performed in a timely and accurate manner.</p>

Required Education and/or Experience/Knowledge:

- Experience in a media production environment

Required Skills:

- Exceptional communication skills
- Resourceful and creative
- Solid organizational skills and attention to detail
- Demonstrated ability to work well under pressure, shift priorities as needed, meet tight deadlines and maintain positive work relationships
- Knowledge of basic design principles

Technical requirements

- Familiarity with Mac interface
- Experience in HTML, Javascript, Flash Actionscripting, and CSS
- Proficiency using email and Internet applications.
- Knowledge of design applications (Photoshop, Illustrator, InDesign)

This position reports to:

Creative Services Manager