



Online Sales Research Analyst

Position Summary:

RMM Online Advertising, located in Austin, Texas, is looking for an Online Sales Research Analyst. The perfect candidate has online planning experience, and understands online metrics. The primary role of the Sales Research Analyst is to provide research data and support for the RMM Sales team. You will equip sales with data-driven insights and presentations that demonstrate the value of RMM's online product offerings.

Key Responsibilities Include:

- Working with RMM Sales and Marketing on the development of sales presentations and proposals
- Designing and implementing advertising case studies for RMM's advertising partners and clients
- Gathering and building statistical research rationale
- Developing relevant business conclusions and effectively communicating them
- Developing and Maintaining a Sales Tools Library

Requirements:

- Digital Media planning experience
- Familiarity with online publishers and sponsorship opportunities
- Familiarity with comScore, TNS Media Intelligence, and additional research tools
- Solid understanding of online advertising
- Strong understanding of client goals and media consumption
- Ability to work in a team environment as well as independently
- Excellent written, verbal, and presentation skills
- Must be organized, detail oriented, and be able to work on tight deadlines
- Proficient in PowerPoint, Excel, and Microsoft Word

Other:

- Understanding of traditional advertising a plus
- Background in Communications, Public Relations, Marketing, or Design a plus
- Some knowledge of Photoshop, Illustrator, and InDesign a plus

About the position:

- Full-time employment
- Medical, Dental, Vision, 401k, Life, Paid Vacation and Sick.

About the company:

RMM Online Advertising's offerings include targeted display, rich media, video advertising, custom-built vertical channels, SEM, SEO, and mobile marketing. Our unique technology, new product innovation and customized online advertising solutions deliver measurable results to local, regional and national clients including several Fortune 500 companies. In 2008, Red McCombs Media was ranked by Inc. Magazine as one of the Top 100 Advertising & Marketing Companies and in the Top 5,000 Fastest Growing Private Companies in the U.S. In 2009 RMM was among the Inc. 5,000 fastest-growing private companies in the nation with three year sales growth of 230.6%.

In October of 2009 LIN TV Corp. (NYSE: TVL), a national television and digital media company acquired Red McCombs Media, LP ("RM Media") as part of LIN TV's digital media strategy. LIN TV has a strong, diversified station portfolio with 27 owned and/or operated television stations and websites in 17 U.S. markets. Over 85% of LIN TV's stations are located in a top 75 Designated Market Areas ("DMA"), according to Nielsen Media.

RMM Online Advertising is an Equal Opportunity Employer.

