



Driving  
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## Association of Canadian Advertisers (ACA) Cross Media Measurement (CMM) Job Description

**Title:** Director, Cross Media Measurement (CMM)

**Position:** Contract position; June 2021 – June 2023

**Overview:** As members of the World Federation of Advertisers (WFA) the ACA supports the WFA's global advertiser-led initiative and vision to deliver advertisers' "North Star" ambition; to improve the consumer ad experience leading to more effective media spend due to the elimination of excess frequency.

ACA's Cross Media Measurement (CMM) mandate is to oversee, expedite, and enable the collaborative implementation of a cross-media measurement solution in Canada in an appropriate timeframe, maximizing learning from other markets.



**Key Responsibilities:** The role of the Director, CMM is to develop a two-year work plan, modeled on WFA international best practice that delivers CMM to Canada, including blueprint development, local piloting, and national roll-out.

Responsibilities include, but are not limited to:

### **Development Phase Deliverables**

- Local market stakeholder CMM engagement plan
- Local market CMM awareness and education of the WFA progress
- Canadian CMM local blueprint based on in-depth understanding of the WFA Common Components, ANA and ISBA lead markets, and existing local market capabilities

### **Solutions Building Phase Deliverables**

- Construct and recommend the plan to run a Canadian Pilot building on the work accomplished by ANA and ISBA
- As needed, establish industry working groups and steering committees to enable progress and ensure governance

### **Pilot Testing**

- Pilot testing of CMM blueprint w/governance structure in place

### **National Roll Out**

- Develop business plan for market implementation

**Job Requirements:** With a chance to impact the future of media measurement in Canada we are looking for a candidate with the following;

1. Demonstrated capability at bringing multi-stakeholder interests to consensus.
2. Demonstrated capability of managing and concluding large and complex projects to conclusion.
3. University degree; Mathematics/statistics degree or equivalent preferred
4. 15+ years of experience in media and media measurement
5. Proven expertise in both traditional and digital video platform data, advanced advertising and ad tech solutions
6. Strong knowledge of the Canadian media ecosystem specifically; broadcast, digital, media agencies, measurement companies
7. Solid relationships with senior Canadian industry executives
8. Strong interpersonal and project management skills
9. Ability to explain technical details to both technical and non-technical audiences
10. Global experience a plus but not mandatory
11. Bilingual an asset but not mandatory

This role will report to the ACA's Vice President, Media Policy and Marketing Capabilities.

Interested candidates should apply to [careers@acaweb.ca](mailto:careers@acaweb.ca).

ACA is committed to creating an inclusive environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, gender, gender identity, sexual orientation, disability, or age.