



Driving  
Marketing  
Success

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

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

**Position:** Contract position Fall 2024 – Fall 2025

**Overview:** As members of the World Federation of Advertisers (WFA) The ACA supports the WFA’s global, advertiser led initiative, and vision to deliver advertiser’s “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 an Annual 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**

- 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

**Additional Responsibilities**

- In addition to the core duties outlined above, the employee may be required to undertake tasks that fall outside this scope

## **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 leadership capability at bringing multi-stakeholder interests to consensus.
2. Demonstrated project management skills including managing large and complex projects to conclusion.
3. University degree.
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 marketing and media ecosystem specifically; broadcast, digital, media agencies, measurement companies and advertisers.
7. Solid relationships with senior Canadian industry executives.
8. Strong interpersonal 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.

Please submit your resume and cover letter 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.