

POSITION DESCRIPTION: MMAP Center Chief Advisor

DATE: October, 2016

Summary:

Reporting to the Marketing Accountability Foundation (MAF) President/CEO, and in collaboration with the Media Rating Council (MRC), the Chief Advisor is responsible for the structure of the Marketing Metric Audit Protocol (MMAP), approval of each audit, and publication of results in the MASB MMAP Metric Catalogue.

MMAP Center Mission:

Populate the MASB Metrics Catalogue with all metrics/systems offered by vendors. This will allow potential buyers of marketing metrics to easily choose the best offering from those available to meet their needs and objectives.

Summary of Responsibilities:

- Meet with vendors considering a MMAP audit to inform them of the process, explain the benefits of being audited and address questions and concerns.
- Provide an audit template and an example “conceptual links to cash flow schematic” to be used as guides during the audit. In this step, consumer metrics used in the system are explicitly identified as foci for the metric characteristics.
- Provide encouragement, help and feedback for completion of drafting the audit and schematic by the metric provider.
- Iteratively work with the provider to succinctly respond to each item, carefully reviewing drafts to ensure entries specifically address the characteristics and guidelines. No metric system is expected to satisfy all audit items.
- When the audit is complete and made succinct, send to reviewers. In the audit draft, address questions or issues raised with the provider until it is completed.
- Reviewers include the MASB Chair, the MAF president and one or two other MASB member representatives with knowledge of the metric product from having used it in the past. A consensus by this ad hoc committee is reported to the MASB Board for approval before inclusion in the MASB Metric Catalogue.
- Work with MASB staff to inform the Catalogue team of completion, inform the Board of completion and post the audit.

Qualifications

- 10+ years’ experience with the development or usage of metrics with knowledge and appreciation of measurement requirements of reliability, validity, etc. and an understanding and appreciation of the need for marketing metrics to be related to financial outcomes.
- Experience in management and evaluation of projects involving measurement system vendors including the proven ability to work with vendors to resolve questions and issues about the system.
- A degree in social science or marketing research desirable but not required.