

JOB DESCRIPTION

Digital Media Buyer

Strategy

Exempt, Salary Position

General Description:

Recommend, place and analyze paid search, digital display, social media and email acquisition campaigns for all of our fundraising/non-profit clients. Assist with traditional media buying and planning as needed.

Primary Responsibilities:

- Recommend, place and analyze paid search, digital display, social media and email acquisition campaigns for all of our fundraising/non-profit clients.
- Partner with Client Services to further develop and grow paid search use.
- Assist with traditional media buying and planning as needed.
- Establish deadlines for materials needed and reports deadlines to Project Managers and others as needed.
- Work with vendors, and media outlets to negotiate placement costs, then once approved, to make the placement/buy.
- Make timely placement of all media according to schedules.
- Alert the Media Director and the Client Services team of special media offers, placement opportunities, and new channels worth considering.
- Handle other acquisition media buyer functions, as required by the Media Director.

Position Requirements

Technical Competencies:

- Proficient in online display, search, email acquisition and paid social media advertising.
- Strong negotiation skills.
- Ability to multi-task and work in a fast-paced, deadline-driven environment.
- Must be able to handle a large volume of work and be flexible and receptive to changing priorities.
- Must be an effective liaison between the client, vendors and the agency.
- Proficient in Excel with strong mathematical skills.
- Ability to effectively work independently and troubleshoot any issue.
- Experience in offline/traditional media preferred, but not required.

Behavioral Competencies:

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|------------------------|------------------------------|
| • Continuous Learning | • Initiative and Risk Taking |
| • Integrity | • Self-Mastery |
| • Christian Congruency | • Collaboration |
| • Problem Solving | • Innovation and Change |

JOB DESCRIPTION

- Communication
- Responsive to Customer Needs
- Resource Maximization
- Stewardship
- Diversity
- Planning and Organization
- Quality Results

Work Experience:

- Minimum 3 years of relevant work experience, with at least 2 in online media planning and buying.

Educational Requirements:

- High School Diploma or GED required
- AA or Bachelor's Degree in related field preferred