

## JOB DESCRIPTION

# Digital Media Buyer

## Strategy

### Exempt, Salary Position

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#### **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:**

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

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- 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