

Haworth

With offices in Minneapolis and LA, Haworth offers an extensive range of strategic services including multimedia contact planning, marketing planning, research and consumer insights, interactive, multicultural, product integration and sports/cause/entertainment marketing. Activation services include media buying in both traditional and non-traditional channels (broadcast, digital, out-of-home/place based, magazine and newspaper) as well as other forms of emerging media.

ASSISTANT MEDIA PLANNER

Haworth seeks an Assistant Media Planner to assist in the development and execution of marketing and media plans designed to meet specific client objectives. The Assistant Media Planner will grow their knowledge of the vast resources and their functionality in order to become a reliable, invaluable member within the planning team.

RESPONSIBILITIES

- Develop a working familiarity with assigned accounts to include day-to-day operations as well as familiarity with client industry segments
- Compile various statistical analysis of media components including:
 - Target audience definition
 - Theoretical audience delivery
 - Media vehicle comparisons
 - Media cost data
- Contribute to internal execution of media plans (i.e., S&E's, IO's, discrepancies, etc.)
- Assist in compilation of competitive analysis
- Assist in development of strategic marketing and media plans
- Develop a working familiarity with all research resources. This includes library materials as well as any media/marketing software (i.e., IMS, Stradegy, Datatrak, Nielsen, Arbitron, MRI)
- Develop and maintain strong positive working relationships with fellow employees
- Work as an effective member of the Media Strategy Team
- Provide assistance to others in need of help as personal workload allows or as requested by management

REQUIREMENTS

- Strong numerical aptitude and accuracy
- Strong verbal and written communication skills
- Strong organizational skills and ability to prioritize workloads
- Working understanding of media resources, terminology and applications
- Ability to be innovative and resourceful and trend savvy
- Ability to work under pressure and meet deadlines
- Education: BA or BS, Advertising/Marketing preferred
- Agency internship or 1+ years of experience preferred

Competitive compensation and casual, team-oriented working environment. Qualified applicants please forward your resume and salary requirements to: hr@haworthmedia.com