



## **ASIAN MEDIA PLANNER**

### **Job Description**

**POSITION SUMMARY:** The Media Planner is responsible for the planning of all Asian media for existing clients and new business, in addition to research, development, and presentation of media plans and buys.

#### **POSITION REQUIREMENTS/RESPONSIBILITIES:**

- Researches, develops, and plans media for specified clients. Gathers information regarding target population and media options to reach them.
- Knows and keeps up-to-date on all available market and consumer information necessary to the preparation of the most effective and efficient media planning.
- Works closely with all assigned media personnel in the group with evaluation of media information necessary to the preparation of the media plan that best implements the media objectives and strategies.
- Maintains, updates, and actualize media budgets
- Maintains familiarity with the history, present organization, and procedures of the client, as well as, with conditions in the industry.
- Is at all times alert to new media and new developments; needs to be forward thinking and progressive in media approach
- Presents media plans to account management personnel and clients.
- Gathers, organizes and presents competitive research and spending data.
- Works hand-in-hand with the Account Service and General Market planning team.
- Maintains effective relationships with clients and co-op personnel.

#### **TRAINING REQUIREMENTS:**

- All Media employees also need to be proficient with: Word, Excel and Writing Skills; Strata, Advantage, IMS, Simmons, Scarborough, Rentrak experience a plus
- 2+ years of media planning experience, Asian expertise, bi-lingual preferred

**HOW TO APPLY:**

Please send resume to [melissaojeda@daviselen.com](mailto:melissaojeda@daviselen.com).

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