



JOB DESCRIPTION: Media Planner / Buyer

REPORTS TO: Group Media Director, VP Media and Analytics

JOB SUMMARY:

Develops, evaluates and advises media plans best suited to meet established client requirements, budget and objectives. Executes plans and buying responsibilities for media to include OOH, television, print, radio, etc., as required by client need.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develops broadcast, print and outdoor media plans and buy authorizations, then executes or develops client's media criteria for other buyers or self.
- Evaluates editorial content, ratings and audience composition of a wide range of media vehicles to determine which would most effectively and efficiently reach the target audience.
- Calculates reach and frequency of potential media vehicles, and provide POV's as necessary.
- Collaborates with the planners on the Digital Media Team on development of integrated advertising campaigns.
- Modifies and updates client flowcharts, as needed, to provide actualization.
- Assures accuracy of media documentation, e.g. contracts, analyses of avail requests, make-good approvals, variance reconciliations, tear sheets, post-buy analyses, accounting billing transfers, cost estimates, etc.
- Requests/negotiates rates with media vendors and implements buys.
- Monitors performance of all media and develops rationale explaining results for clients.
- Maintains close contact with media representatives to keep abreast of special opportunities or features that would benefit a client.
- Confers with supervisors, clients and/or client service, and team members for approvals and makes adjustments as necessary.
- Other duties may be assigned.

QUALIFICATIONS:

- Bachelor's degree and 3-6 years of media planning and buying experience at an advertising agency.
- Ability to handle multiple tasks.
- Strong mathematical, analytical and research abilities required.

COMMUNICATION ABILITY:

Ability to read, analyze and interpret information from a variety of sources, such as trade journals, trade websites, research reports, white papers and cross-tabulated survey data to effectively present information in one-on-one and group situations to customers, clients and other employees of the organization.

REASONING ABILITY:

Ability to define problems, collect information, establish facts and draw valid conclusions based upon information furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS:

- Personal computer proficiency (Apple, Windows and server-side applications)
- Advanced knowledge of Workamajig software, Google Apps, Excel, Strata a plus

LEADERSHIP RESPONSIBILITIES:

Does not supervise the work of others.



WORK ENVIRONMENT:

We work in a fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision. Reasonable accommodations may be made to enable individuals to perform the essential functions.