JOB NOTICE, BRUNET-GARCÍA ADVERTISING

Digital Media Planner

Reports to: Media Director
Reports to: VP Media
Department: Paid Media
Location: Washington, D.C./Maryland/Virginia/Atlanta/Jacksonville
Employee status: Permanent, full-time
Travel: Approximately 5%

Brunet-García applies exceptional strategic creativity to some of the most complex issues affecting our nation today. We strive to make a difference by focusing our energy in areas of social impact. We translate complexity into understanding; create life-changing communications that resonate across communities and cultures; reach audiences with innovative multi-channel outreach strategies; and inspire action. We seek a D.C./Maryland/Virginia, Atlanta, or Jacksonville Digital Media Planner prepared to leverage communications knowledge to help create transformative campaigns and educational materials for our private, public, and nonprofit customers.

JOB SUMMARY

The Digital Media Planner will be self-directed, energetic, driven, and resourceful. This position requires experience with digital marketing as well as web analytics. Traditional media planning experience is a plus. Candidate should be an agile problem solver with excellent project management skills, superb written and verbal communication skills, and a passion for public health and social impact campaigns.

RESPONSIBILITIES

- Implement and optimize digital advertising campaigns using online display, paid social, and SEM platforms.
- Work closely with media team to identify target audiences and ways to reach them through 1st and 3rd party data segments.
- Set up campaign goals and reports with Google Analytics for successful tracking of digital advertising campaigns.
- Measure and report performance of digital marketing campaigns and assess against goals (ROI and KPIs).
- Identify campaign trends and insights; optimize spend and performance based on these insights.
- Help when needed on other projects. Collaborative spirit is a must.
- Assist with the negotiation and placement of media on a national and local level.
- A self-starter who isn't afraid to jump right into a project and ask questions.

REQUIREMENTS & SKILLS

- Bachelor's degree.
- 3 years of experience in a media/marketing role for a public relations or ad agency; or experience working within a communications department of an organization.
- Exceptional analytical, problem-solving, and decision-making capabilities.
- Working knowledge of digital marketing such as SEM, SEO, social, content marketing, programmatic, video, mobile, and display advertising.
- Experience using web analytics tools such as Google Analytics. Google Tag Manager experience a plus.
- Work with media vendors to handle invoicing, discrepancies in data, and final delivery reports.
- A focus on service, responsiveness, and superior client service.
- Emphasis on teamwork, willing to jump in to help team members at all levels, on all types of marketing projects.
- Genuine interest in advances in marketing tools and frameworks.
- Work with media vendors to handle invoicing, discrepancies in data, and final delivery reports.

PREFERRED SKILLS/EXPERIENCE

- 3rd party ad serving experience.
- Skilled in the application of digital marketing, marketing automation, and content delivery tools.
- Operational understanding of marketing tactics.
- Analytical, with the ability to evaluate data and interpret results.
- Highly organized with strong attention to detail.
- Follow-through, reliability, and accountability.
- Knowledge of Adobe Analytics a plus.

ATTRIBUTES

- Team player with the ability to frequently change priorities in a fast-paced environment.
- Ability to work with all levels of internal staff as well as outside clients and vendors.
- Problem-solving skills with ability to analyze situations, identify existing or potential problems, and recommend solutions.
- Excellent quality-control skills with sharp attention to detail.
- Effective time-management skills with emphasis on quality and timely completion of tasks.
- Ability to work independently and collaboratively with minimal supervision.
- Demonstrate outstanding level of professionalism in providing client support, including the ability to exercise good judgment, discretion, tact, and diplomacy.
- Sound business ethics, including the protection of proprietary and confidential information.

Employees may be required to complete other job-related duties as requested by their supervisor/manager (within guidelines and compliance with Federal and State Laws). All job requirements are subject to possible revision to reflect changes in the position requirements or to reasonably accommodate individuals with disabilities.

WORKING AT BRUNET-GARCÍA

Brunet-García is a multilingual, multicultural communications firm, headquartered in Jacksonville, Florida, with a presence in both Atlanta and Washington, D.C. We offer a highly competitive salary and benefits package, opportunities for career growth, a family-friendly work environment, and the opportunity to produce work that matters. For more information on our firm, visit www.brunetgarcia.com. For consideration for this position, please submit your resume and salary requirements to careers@brunetgarcia.com, with the subject line "Digital Media Analyst."

Brunet-García Advertising, Inc., is an Equal Opportunity/Affirmative Action employer valuing diversity at all levels of the organization. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected veteran status.