

Job Description

Job Title: Assistant Media Planner/Buyer

Department: Media Planning

Reports to: V.P., Media Director



Basic Job Function:

The assistant media planner/buyer works with the media planner/buyer to learn the clients business, products and needs and assists to obtain research, analyze data, and provide insight and overall support in the development, execution and maintenance of media plans and buys.

Responsibilities

1. Develop strong relationships with vendors and staff members, including clients where possible
2. Research and analyze the target(s) media habits
3. Other tasks to best serve the clients and agency as needed
4. Develop an understanding and use of RPM media software and processes

Skills

- A strong interest in media and people's motivations
- Excellent research and analytical skills
- Detail oriented
- Proficient in excel and ability to quickly learn advertising related software
- Excellent communication skills in both verbal and written form
- Possess confidence negotiating
- Strong organizational skills
- Ability to work well with a team
- Commitment to keeping up with trends in the ever changing media landscape

Education and Training

Bachelor's Degree in Advertising, Marketing, Business, or other related field.

Experience:

Entry level position. Previous experience serving as an intern in a media related company is a plus.