

Job Description

Job Title: Media Planner/Buyer

Department: Media Planning

Reports to: V.P., Media Director



Basic Job Function:

The media planner/buyer identifies the best media/mix of media to deliver an advertising message to a clients' target audience. Using available data, research and insight, they consider what is going to be the most effective within the budget allocated and develop a path to give the client's message effective and efficient exposure.

Responsibilities

1. Meeting with clients to understand their marketing/advertising strategy and develop a clear understanding of their business, target audience and goals
2. Research and analyze the target(s) media habits
3. Other tasks to best serve the clients and agency as needed

Skills

- A strong interest in media and people's motivations
- Excellent research and analytical skills
- Detail oriented
- Proficient in excel and advertising related software
- Excellent communication skills in both verbal and written form
- Possess confidence negotiating
- Proficient in excel
- 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:

Minimum 1-2 years of experience in media planning/buying or marketing/advertising is required.