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MEDIA PLANNER JOB DESCRIPTION

SUMMARY

The Media Planner works closely with all personnel representing the media team. This person provides guidance for Assistant Media Planners with execution of day-to-day tasks, supports entire media team with array of planning processes, and creates and expresses original ideas. In support of the senior media staff, the Media Planner assists in preparing media plans and/or comprehensive media proposals. This person should have a strong knowledge of media terminology, effective verbal and written communications skills and the capability to work independently if necessary. This candidate should also possess an exceptional ability to seamlessly multitask.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Gather and assemble background information and analyses as needed in development of media plans, documents and presentations, both independently and collaboratively
- Provide media planning research, including: contacting print and online resources and advertising venues to obtain information; downloading and reviewing online media information; talking or meeting with media representatives; obtaining industry-specific marketing data from trade associations, etc.
- Assist in media planning, buying and accountability/stewardship functions and development
- Be knowledgeable of digital and print media planning processes, evaluation, analysis and optimization
- Establish and maintain goodwill and strong working relationships with internal and external partners
- Answer telephone calls/e-mails from media reps, gathering any information required
- Is involved in meetings with media representatives when requested
- Keeps abreast of client activities and objectives to provide backup when the primary media contact is unavailable
- Ensure all media projects proceed according to plan and on deadline, drawing attention of media leadership team to potential problems before they occur
- Use data and analyses to improve effectiveness and accountability of advertising campaigns
- Assist with analysis of external qualitative and quantitative research
- Input timely, thorough and accurate data into media buying and third party ad serving software

EDUCATION/TRAINING/EXPERIENCE

- 3-4 years of media buying/planning experience, with some business-to-business experience
- 1-2 years proficiency with Dart for Advertisers (DFA) for the purposes of ad serving, monitoring and analyzing online campaigns
- Proficiency in Microsoft Office suite, especially with Excel
- Bachelor's degree