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# Example of Assistant Media Planner Job Description

Our company is hiring for an assistant media planner. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for assistant media planner

* Plans and implements interactive media plans to meet the marketing teams’ strategic goals
* Oversee the program’s strategies, schedules, costs, and ROI including presentations/reporting including audience characteristics, behavior, and media habits
* Continually analyze performance of campaigns and modify approach to optimize results and maximize lead flow
* Negotiates with interactive properties to ensure the most cost-effective buys and most efficient placements
* Researches and compiles statistics on reach, clicks, cost-per-impression, cost-per-click, click-through-rate, cost-per-acquisition, for internal best practices and guidance for marketing
* Establishes internal time tables for materials and processes for on-time delivery
* Makes timely placement of all media according to schedules
* Approves all media invoices and forwards to accounting for payment
* Performs various duties as assigned to further awareness and demand creation objectives
* Help media buyers and planners develop, execute and monitor media plans

## Qualifications for assistant media planner

* Able to multi-task with a high attention to detail
* Ability to think ahead and grasp big picture
* Prepares media plan, reports, and other deliverables, and executes media plan implementation
* Manage pixels for tracking and retargeting purposes
* Draft reports during and post campaign with insights to help inform future media and content strategy that require minimal tweaking
* Assist in SEO audits with recommendations by evaluating website health, organic rankings, website tags, competitor rankings