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# Example of Media Account Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of media account manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for media account manager

* Constantly developing new business revenue streams to include digital/on line using our Dot2 channels (Antenna and ThisTV)
* Collaborate with partners and Sales Representatives on proposal development and presentations
* Achieve a thorough understanding of all internal systems to respond to client requests
* Maintain expert understanding of our ad products and capabilities
* Ensure all campaign detail aligns between the media plan, agency IO and Fattail Adbook order and maintain this alignment throughout the campaign lifecycle
* Monitor and optimize campaign metrics for delivery and KPIs
* Manage unique sales and fulfillment relationships and lead special projects
* Audit for quality of work produced by Account Managers
* Primary planning focus should be on large budget programs/strategic accounts
* Work with Data/Analytics, Project Management and Marketing Teams to product Final Reporting and Campaign Recaps

## Qualifications for media account manager

* ITunes, XBOX, Google, Amazon and Sony
* Orange, Sky, Deutsche Telekom
* Secure high-visibility shelf-space and promotion for key launches
* Implement, track and analyse pricing information for each territory across all products including season bundles and package offerings
* Analyse real-time performance data and recommend pricing, promotion, marketing, and programming strategies based on research
* Manage programming & scheduling for both TV and Film content on transactional services and ensuring this takes into account existing licenses and usages of this product in order to maximise revenue