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# Example of Media Associate Job Description

Our innovative and growing company is looking for a media associate. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for media associate

* Facilitate interviews between journalists and client subject matter experts
* Provide PR counsel to both clients and internal team members as required
* Manage monthly reporting and create presentations for client meetings/end of month reports
* Research and assist in preparations for new business meetings
* Assistant Media Strategist with compiling any additional materials needed
* Oversee revision of media plans as needed throughout course of a quarter/year
* The purpose of this position is to oversee the process and strategic development of all media planning from campaign development, implementation and post analysis on assigned Turner brands (CNN and HLN)
* Working with senior management, the Associate Media Director will act as a liaison between the marketing client, media team, external buying agencies and media vendors
* This position is responsible for supervising and developing the media expertise of Media Supervisors and Media Planners assigned to CNN and HLN while building a best-in-class team
* For all assigned accounts, manage client media billing approval and invoice reconciliations

## Qualifications for media associate

* Possess and demonstrate a deep and current knowledge of Digital trends and strategy within a marketing advertising environment
* Ability to articulate and educate Clients and team members including Creative on Digital strategy, trends, challenges
* Track record of successful team leadership and management
* Work daily with media and influencers across multiple channels, including email, social media and phone
* Respond to issues and crisis communications
* Collaborate with teams across multiple disciplines and successfully manage complex, fast-moving and unexpected communications challenges