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# Example of Media Consultant Job Description

Our growing company is hiring for a media consultant. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for media consultant

* Identify and assess the strengths, weaknesses, constraints and opportunities of the Support to Media Development Project to recommend any necessary changes or course correction measures in the implementation and design of future similar development initiatives
* Work with customers and sales reps to understand advertiser business objectives and technical requirements
* Creatively define solutions and positioning that leverage existing capabilities and resources to meet customer business requirements and exceed expectations
* Drive the strategy and buildout of RFP responses for mid to large scale media sales deals
* Support the sales team by creating and delivering sales collateral, data-driven stories and answering technical questions throughout key phases of pre-sales cycles
* Serve as the technical subject matter expert in large sales opportunities that involve customization or unique integrated marketing solutions
* Maintain a working knowledge of Omni-Channel marketing and how the UACF media solution fits in the marketing landscape to uniquely meet prospective clients’ goals
* Facilitate the creation of mocks and demos to show prospective clients how their brand can come to life on the UACF platform
* Create strategic thought starters of how a prospective client can authentically align their brand with videos, articles, infographics, and other types of content on the UACF platform
* Provide guidance on targeting segments based on UACF’s 1st party demographic, nutrition, and fitness data to meet client KPIs, and build new segments in UACF’s data management platform

## Qualifications for media consultant

* Cross brand/ cross business unit capabilities
* Knowledgeable on current trends and bring those trends in house
* Digital, SEM, SEO and Traditional Media Strategy, planning, buying and measurement experience
* Experience integrating media strategy and execution into broader multi-channel campaigns
* Pharmaceutical/Biotech or healthcare experience
* Leverage industry experience and research to develop a cohesive strategy in the telecommunications and media sector