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# Example of Media Director Job Description

Our innovative and growing company is looking for a media director. 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 director

* Define and activate best practices and procedures related to trading/activation
* Able to establish and maintain effective relationships interdepartmentally those outside the immediate team
* Manages large scale ROI models and financial forecasts ($20 million plus)
* Analyzes and use ratings and CPM metrics to estimate business growth
* Evaluates competitor's programs using ratings and CPM information
* Oversees FBC’s upfront negotiations and plans for cable, radio and digital radio
* Oversees local cable advertising agency on all local cable buys, including tracking spending across different MSO platforms
* Oversees Billing Supervisor in regards to all billing, invoices and discrepancies
* Requests all assets that pertain to digital radio, radio, and cable from the design team and on-air producers
* Work with affiliate marketing in order to manage co-op placements and national radio promotions

## Qualifications for media director

* Work with a team to analyze outcome of campaign through results reporting and light analysis
* Ability to take initiative to make recommendations for adjustments to schedules in progress if applicable
* Create a new standard in establishing effective media plans that provide not only programatic solutions, but creative distribution options incorporating our properties
* Ability to articulate how certain spaces in media best suite client objectives and messaging campaigns according to digital trends, audience behaviors and traffic figures
* Possesses the creativity to balance strategic plans with tactical realities
* Ability to manage challenging situations effectively