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# Example of Media Lead Job Description

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

* Lead, mentor and inspire a world-class video marketing team, fostering an open culture that celebrates original thinking, innovation and creative risk taking
* Creates, plans and leads effective marketing campaigns to build audiences for subscription video and over the top entertainment products, networks and content
* Oversees channel marketing mix, including all consumer touch points across paid, earned and owned channels
* Independently monitors key data to recognize patterns and analyzes trends and develops a consistent mechanism to communicate this information
* Develops reporting to monitor business critical results and transitions to appropriate area for continuing production information development and or data management
* Provides required analysis, partnering with business analysts, media managers, finance product and other areas
* Leads and participates in the peer review process as needed
* Utilizes established and provides input into best practices around Descriptive Analytics
* Lead and develop a team of media strategists responsible for understanding and overseeing how we reach our players on a global scale
* Be a critical contributor in developing greater transparency, coordination and efficiency within the global media planning process

## Qualifications for media lead

* Candidates must have good computer background (Outlook, Word, Excel, ..) and strong communication skills
* Advanced knowledge of TV Production equipment, workflows, and technology including but not limited to
* Candidates must have a good computer background (Outlook, ENPS, Word, Excel, ..) including experience with computer network signal flow
* Degree or equivalent - Specialisation in Digital and Media important
* 10+ years prior experience in media to drive improvement to campaigns
* Excellent management skills as this is a leadership role