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# Example of Media Operations Job Description

Our company is searching for experienced candidates for the position of media operations. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for media operations

* Buy Stewardship – Ensures that our display campaigns run as planned by connecting audiences in our ad server, DSP and DMP
* Strategy – Supports the paid media team to set and implement the infrastructure needed to realize our paid media strategic vision
* Establish systems and track results correlated to key media performance metrics related to savings and effectiveness across brands and regions
* Lead barter media execution across brands and regions (NA and EMEA), ensuring key media tactics and measurement align with industry-wide best practices
* Establish relationships with key media suppliers to stay abreast of new technology and leverage VF scale to maximize the return of our investments
* Connect regularly with the brand marketing teams and facilitate reapplication of best practices across brands and regions
* Maintain the relationships with scaled media agencies and manage global roll up of media activity to better understand VF brands’ global footprint
* Provide technical/operational support for media agency pitches/scope of work adjustments, requests for proposals, and negotiations of agreements with media suppliers
* Continually expand personal knowledge of the media industry through industry trade papers and media agency and supplier relationships
* Work with corporate Strategy team on methods to improve overall effectiveness of our media

## Qualifications for media operations

* At least 5 years of digital account management experience, ideally across multiple territories
* Candidate must be resourceful and able to prioritize and juggle various tasks
* Digital and technical experience a plus
* Film and Television experience a plus
* 5-7 years experience in the media industry (traditional and digital)
* 1-2 years client side experience