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# Example of Media Planning Job Description

Our growing company is hiring for a media planning. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for media planning

* Collaborate with Communications Planning Group Director in creating and negotiating yearly client contracts and supplemental proposals and manage account profitability
* Successfully identify all up-sell opportunities with existing clients, including ability to sell Vizeum and Aegis offerings
* Reevaluate progress against revenue/profit goals monthly
* Develop best/worst case scenarios for input into monthly financial plan
* Actively provide and discuss industry information on media, markets and related dynamics
* Build and maintain relationships with media community
* Effectively contributes client “case studies” to national organization
* Local media profiling whenever required, , 1+123 consumer segmentation
* TV (open & paid), Press, Radio, Outdoor, Cinema, i-media planning incl
* Liaising with business unit finance primes and BCE Corporate groups

## Qualifications for media planning

* Developing connections planning capability, educating peers, marketing and franchise operations teams on the development and implementation of connection strategies
* Promoting a culture of continuous learning and best practice sharing
* Promoting rigorous metrics for Integrated Marketing Communication Charters enabling the discipline behind continuous learning
* In depth understanding of how digital and new interactive media and new content distribution channels are shaping communication market
* Client and agency side experience will be recognized as strong competitive advantage to job candidates
* High bias for collaboration and effective communication