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# Example of Media Planning Job Description

Our company is hiring for a media planning. 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 planning

* Experience with lead gen accounts, specifically with analysis and optimization
* Heavy insights and analysis into lead gen accounts and the behavior of certain categories
* Has a keen understanding of Client’s business
* Accurately identifies the key issues or elements of a Client project/request and understanding of it’s origin
* Insightful to the implications and impact of Client requests and managing their expectations with Agency product
* Interprets the significance and meaning of numerical data as relates to Client’s business and to media plan
* Utilizes appropriate media for Client objectives
* Generates innovative and creative solutions to problems / situations
* Ensure timely and accurate guidance across numerous requests to support digital and print advertising campaigns
* Accountable for providing strategic thinking to the brands through the entire Communications Planning Process, including local market knowledge that will expand across Europe and NA

## Qualifications for media planning

* Skills and experience of total Connection & Media planning with financial management in AD / Media agency
* Must be available full-time from June 20th 2016 through September 23rd 2016
* Superior organizational & media math skills
* Analytical, detail-oriented approach to projects, attention to detail
* 1-2 years' experience working in an agency setting preferred
* At least a year of experience acting as an Associate/Assistant Media Planner