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# Example of Media Strategist Job Description

Our company is searching for experienced candidates for the position of media strategist. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for media strategist

* Identify opportunities for innovation and storytelling to the right audience in the right context
* Build media strategy and execution across the 401(k) business unit, specifically within service and marketing
* Monitor industry news channels for trending topics and make recommendations for newsworthy content development
* Creatively seek new topics and programs that maximize opportunities to get picked up by the media
* Manage relationship with our external public relations agency
* Maintains familiarity with the client procedures knowledge in the industry
* Collaborate with Sales to develop, pitch, execute and renew strategic best-in-class multi-platform ideas/solutions for advertising clients (across digital, mobile, social media, magazine, TV, radio and events)
* Maintain RFP responses
* Attend internal and external meetings with clients and help bring ideas to life
* Proven experience creating custom ideas and writing proposals – experience in Financial and B2B categories is highly desired

## Qualifications for media strategist

* Manage the creation and execution of global campaigns across multiple channels including email, web, in-game, mobile
* Support territories with localization and live testing
* Strong understanding of leading Internet, wired and wireless technology with emphasis on media delivery
* Technical background in IPTV, Cloud Computing, SaaS, OTT / OVP / ABR, CDN, and User experience
* Must have significant industry experience with the proven ability to create forward looking strategies and communicate vision and roadmaps effectively
* Direct experience building strategic plans based on trends, user requirements and technology opportunities