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# Example of Media Strategy Job Description

Our company is looking to fill the role of media strategy. 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 strategy

* Contribute to social media best practices and trends provide insights to achieve brand and business objectives
* Focus on long term success with prioritized clients within the CPG category
* Create and develop all custom presentations in conjunction with marketing support
* Present all opportunities to clients and lead the conversation
* Attend industry and trade events to promote the Client Strategy Team
* Support and collaborate with all internal business units
* Serve as Media representative at Marketing meetings
* Partner with Content and Digital Experts Customer Experience Managers to design, integrate and optimize omni-channel, full funnel media plans
* Understand client business (and relevant industries)
* Partner with creative agency and Investment team to deliver integrated solutions to clients

## Qualifications for media strategy

* Strong understanding of how to amplify the reach of a piece of content through multiple earned and paid distribution channels
* Proven ability to find consensus across a variety of stakeholders
* Demonstrated analytical ability to assess the performance of a variety of media channels to build holistic recommendations around media allocation and ROI
* Bachelors or College Degree related to marketing, media and management
* 8 plus years of media agency, sales and/or category/direct client experience, having sold for 2 or more different mediums (television, radio, out-of-home, digital)
* 5 plus years promotions/sales experience in at least 2 or more mediums in the Toronto market (Montreal an asset)