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# Example of Media Strategy Job Description

Our growing company is looking for a 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

* Provide stimulus for creative solutions to business and media issues
* Lead the strategic planning process and serve as a resource for Supervisors, Strategists, and Associates
* Internally, ensure that all client feedback is delivered clearly, accurately, and in a timely manner
* Manage a team of 6-8 media professionals
* Identify developmental opportunities and help staff achieve to further their career objectives
* Manage the overall strategic direction of DAR’s digital media (web, email, social)
* Assess DAR’s web presence, including current site structure
* Collaborate with Public Affairs, DAR colleagues and school communicators to develop a comprehensive social media plan involving the social media accounts for DAR, the university and various schools where appropriate
* Supervise and serve as backup for assistant director of broadcast email
* Plan/inventory manage/execute media placements to engage American’s customer base through targeted, personalized messaging in American-owned channels

## Qualifications for media strategy

* Excellent communication skills, strong organizations skills, self-starter, and ability to take initiative
* Flexibility to travel to multiple markets when required
* Proficiency with MS-Office (PowerPoint, Excel and Word)
* Experience within the digital ecosystem
* Demonstrate working knowledge and experience with digital video editing software (i.e., Final Cut Pro, Adobe After Effects, Photoshop, Indesign, Dreamweaver, Live Type, Soundtrack, iDVD)
* 10+ years of integrated media strategy and planning experience, across a range of traditional, non-traditional media