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# Example of Media Strategy Job Description

Our growing company is looking for a media strategy. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for media strategy

* Build and execute programmatic campaigns working directly with Gatorade's DMP and DSP partners
* Optimize campaigns in real time working with DSP partners and recommend tests that will improve Gatorade's programmatic capability
* Generate ideas for media outreach/strategy
* Oversee research and maintenance of accurate media lists based on your deep understanding of the media ecosystem and individual influential reporters/editors
* Write and oversee writing of press materials (pitch letters, media advisories, ), train junior and midlevel staff on excellent writing for media
* Showcase an extensive network of influencers, and an ability to maintain and develop key media contacts
* Manage integrated campaign activities and provide full scale creative solutions in order to capture incremental revenue for key clients
* Work with cross-functional teams on regional, divisional and national levels to develop salable and scalable integrated creative solutions for key and target clients
* Provide data driven insights to develop the strategic direction for creative development
* Provide input and guidance around integrated campaign design, including requirements for success and in order to achieve client goals

## Qualifications for media strategy

* 4 or more years management experience required
* Experience with multiple business categories and advanced experience with marketing and communications processes
* High-level proficiency in Microsoft Word, PowerPoint, and Excel
* Experience with digital advertising and digital strategy
* Numerical accuracy and the ability to interpret complicated research data
* Maths A Level (C or above)