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# Example of Media Strategy Job Description

Our company is looking to fill the role of media strategy. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for media strategy

* Establish, track and evaluate campaign measurements of success such as web traffic, revenue and leads generated, and brand lift
* Select, manage and motivate agencies, and media and ad tech partners and suppliers
* Manage creative development through an in-house team for specific digital advertising campaigns
* Work collaboratively with the Digital Strategy team and in-house creative teams
* Manage relationships with external partners including advertising agencies, creative agencies, and eCommerce retailers
* Manage and allocate $200MM+ in media and sponsorships budget to enable strategic goals and priorities of new accounts growth, portfolio profitability, by fostering brand awareness and consideration
* Develop and deploy test and learn infrastructure in the media space to enable rapid cycle, iterative learnings
* Partner with Analytics organizations internal and external experts to deploy measurement and attribution solutions to enable media budget optimization
* Cross-functional leadership to enable effective integration of media strategic and tactics with other core business areas through partnerships with Directors and VPs across Card Marketing and other lines of business
* Serve as thought leader across all lines of business to deliver most relevant message and experience to prospects and customers

## Qualifications for media strategy

* A minimum of 8 years’ experience in communications, preferably within an agency setting
* The candidate should have a demonstrated history of providing high-level, strategic counsel
* Must have the ability to assess and understand complex situations and quickly distill the information for both the client and media
* The ideal candidate has 5 or more years in an interactive creative advertising and/or marketing environment
* This position must be able to demonstrate a proven track record of developing high quality, creative and compelling integrated concepts and campaigns for advertisers at various budgets in multiple categories
* Have an understanding of best practices in social media and online