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# Example of Media Job Description

Our company is growing rapidly and is looking for a media. 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

* Evaluate partners/inventory against audience segments for a range of media vehicles (display, video, mobile, paid social, native) to determine which would most effectively reach target audience
* Studies demographic data/consumer profiles to identify desired target audiences for online advertising and how those match up to DMP data audience segments
* Calculates campaign forecast/projected results and reach and frequency of potential media vehicles
* Where applicable, negotiates best price for media space or time, including private marketplace deals, as specified in approved media plan, to optimize budget
* Buys negotiated media space, commercial time, or site placement via agency trading desk self-serve platform(s) and/or directly with media partners
* Monitors media buys to ensure all brand safety, ad fraud, and viewability standards are met or exceeded
* Monitors media for pacing, delivery, placement, and flight date discrepancies and negotiates credit or billing adjustments when necessary
* Responsible for agency client billing approvals, and monthly budget actualizations
* High profile role leading on-air media planning strategy for two flagship channels, including TLC- the UK's fastest growing Pay TV entertainment channel for women
* Translate the Network’s media planning strategy into individual channel plans, ensuring a fully integrated, synergistic approach to on-air promotions and Continuity

## Qualifications for media

* Comfortable and confident presenting media plans and results in front of both large and small groups and able to clearly articulate rationale for the plan
* Strong ability to negotiate and build solid relationships with agencies and publishers
* Excellent verbal/written communication, interpersonal and collaboration skills
* Experience with Higher Ed publisher, Instructional design, media production, copyediting, proofreading, content management preferred
* Knowledge of print production, digital product production and assembly
* Knowledge of authoring tools