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# Example of Planning Associate Job Description

Our innovative and growing company is searching for experienced candidates for the position of planning associate. 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 planning associate

* Integrates special, performance-enhancing elements into plans when potential incremental value can be supported (Engagement Zone units, special buys, behavioral targeting)
* Oversee the consistent reporting of competitive market/media information for each brand/category, including business insights that can inform media broader marketing actions
* Serve as a facilitating contact point for client’s internal media staff and the primary contact point to client’s brand staff when media issues are discussed
* Lead the process of strategic media planning/execution and serve as a resource for supervisors, planners and assistants for advice and counsel
* May assist in the creating and negotiating of yearly client contracts and supplemental proposals and manage account profitability
* Build trusting, collaborative relationships with clients and agency partners at appropriate levels
* Accurately represent the client’s point of view when reviewing work, leverage this perspective when providing feedback to team and presenting to client
* Understand and analyze the root causes of problems and develop ways to rectify
* Guide and assist staff to arrive at potential solutions to problems/issues
* Train, motivate and develop a Communications Planning group

## Qualifications for planning associate

* Thrives in a fast pace, constantly changing environment
* Commerce Graduate with 0-3 years relevant experience in financial planning and analysis
* Strong accounting knowledge and the ability to perform analysis of financial data to reach a reasonable conclusion
* Working towards CFP or PFP
* Advanced degree in life science (RN, PhD, Pharm D, MD)
* Experience in hematology/oncology area or related therapeutic area preferred