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# Example of Planning & Strategy Manager Job Description

Our growing company is hiring for a planning & strategy manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for planning & strategy manager

* Acts as liaison between AHFC and HNA IS, 3rd party providers, and other support providers
* Develop & execute the promotional strategy for E! via daily scheduling of promo logs based on the weekly media plan
* Manage the order, tracking and delivery of promo spots for various non-linear and off air outlets
* Organize and maintain all promo scheduling needs, both for daily and long range airing
* Liaise with Network Operations on all related promo scheduling issues and verify completion of daily log changes
* Work with Traffic Department to ensure accuracy of promo logs and program formats
* Work with Network Operations and On Air Design to order lower third effects and show bugs
* Respond with urgency to calls from Network Operations
* Work with On Air Promo production to track and ensure spot delivery is met with regards to air dates and spot lengths
* Identify and monitor competitive intelligence and best-practices sharing

## Qualifications for planning & strategy manager

* Team player with experience and success in working within an organization with a variety of key stakeholders
* Strong technical skills with expertise in MS Excel, PowerPoint and other MS Office applications, scheduling and promotion planning systems
* Strong communication skills, written and verbal, with ability to conduct presentations to senior management and staff
* Excellent project management and organizational skills, and attention to detail
* Experience working with/interpreting Nielsen ratings a plus
* Minimum of 10 – 15 years of progressively responsible professional information technology experience