Downloaded from <https://www.velvetjobs.com/job-descriptions/planning>

# Example of Planning Job Description

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

## Responsibilities for planning

* Delegate work effectively to teach direct reports, deliver seamless work to client
* Support partnerships between Associate(s), Sr
* Guide and counsel Associate(s), Sr
* Train Manager(s) in media and marketing disciplines the specifics of the Client’s business and industry
* Accurately, objectively and constructively evaluate performance of Associate(s), Sr
* Advise planning staff regarding insightful and strategic points-of-view
* Monitor quality control on daily workflow
* Assist in networking, interviewing, hiring, training, mentoring, developing, and evaluating team members
* Create and contribute to an environment where ‘Innovation as usual’ thrives in everyday work
* Coordinate the work of MEC disciplines, industry groups and media partners

## Qualifications for planning

* Provide strategic direction to regional offices and/or partners, where applicable
* Act with high integrity while maintaining and encouraging an open environment for media partners and suppliers
* Exhibit passion and ambition through participation in Agency / departmental task forces, project work and new business
* Oversee negotiation of media contracts and programs/opportunities to ensure maximum leverage is applied
* At least 5 - 7 years of related media/communications planning experience, with focus on team leadership and management
* Possess and demonstrate excellent understanding of media fundamentals, including media and conceptual math, target audience development, and communication goals