Downloaded from <https://www.velvetjobs.com/job-descriptions/senior-manager-media>

# Example of Senior Manager, Media Job Description

Our company is looking for a senior manager, media. 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 senior manager, media

* Be the lead digital media buyer, supporting the performance media strategy and plans set forth by strategy / planning team
* Ensure that campaigns are consistently well executed, following best practices
* Staying abreast of industry trends and competitive offerings in the marketplace, building advantageous relationships with media partners and technology suppliers as appropriate
* Ensuring adherence to the performance media campaign implementation workflow process
* Generating and maintaining a culture in the team which maximizes team members’ performance and enables innovation and proactive work
* Managing career development for team members, including induction, training, mentoring and conducting annual performance reviews
* Conducting weekly team meetings and other team admin task
* Oversight and direction of each channel manager when assigning tasks
* Oversee channel managers to ensure timely and accurate product or results delivery
* Train channel managers on optimization tactics and account budget pacing strategies

## Qualifications for senior manager, media

* Proven track-record of delivering media results for clients, including working relationships with local and national reporters, columnists, bloggers
* Experience with media software such as Cision and Radian6
* Demonstrated experience in health-focused media relations and health/science communications
* Must be an articulate professional with exceptional communication, problem solving and analytical skills and strong influencing abilities
* Participate in the development of the brand’s core creative idea by teaming up with the Content team when formulating the liquid idea
* In case of receiving charters support the IMC team in the amplification of an existing core creative idea / liquid & linked idea respective, across relevant consumer/shopper connections