



Example of Assistant Media Planner Job Description

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Our growing company is hiring for an assistant media planner. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for assistant media planner

- Assist planning teams with high level department projects and client requests
- Meet with supplier-partners to stay on top of new opportunities and provide POVs as needed
- Continue to enhance brand knowledge by maintaining a solid understanding of brand competitive information, specialty research, consumption data, and be able to apply key learning's to media plan rationale
- Work with coordinators and buying teams to ensure 100% accuracy across essential planning documents (insertion orders, contracts/position letters, purchase orders, financial documents,) and assist with updates as needed
- Fully understand all campaign components including all details on the schedule flowchart (channels, tactics, rationale), brand objectives and strategies, budget information, brand competitors, creative assets, vendor partners, client and agency contacts, timing documents (closing dates, etc)
- Implement media buying placements & maintain budget
- Assist in the development of media plans that specify which forms of media will be used to effectively reach the target audience, including emerging media tactics
- 30%- Collaborates with Media Planners, Sr
- Research and provide media trends/statistics that planners will use in making the media plans
- Additional administration responsibilities may occur (scheduling meetings, booking conference rooms)

Qualifications for assistant media planner

- Four-year degree is required • Past marketing and advertising agency internships strongly preferred
- Ability to translate technical output to meaningful marketing recommendations
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- 1+ years of experience in the social platform, publishing, broadcast, production or general media industry
- Background in sales or business development
- Passion for the social media, social video and news industry