



Example of Digital Media Planner Job Description

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

Responsibilities for digital media planner

- Ensure campaigns are created and implemented to best achieve campaign performance and media efficiency goals
- Monitors campaign delivery against impression goals and Key Performance Indicators as established with the client
- Provides reporting, monitoring and optimization of campaigns to ensure performance benchmarks are met
- Serve as internal champions and knowledge base for programmatic digital media executions
- Work closely with Supervisor to prepare channel neutral media plans inclusive of
- Work with marketing leaders to maintain and update media plans
- Develop and execute new and effective campaign recommendations across paid search, display, paid social, syndication
- Build and maintain relationships with vendors, agency partners and clients
- Execute digital advertising campaigns from inception through to execution
- Monitor, analyze and report on campaign results making strategic optimization recommendations where necessary

Qualifications for digital media planner

- Leverage A/B Testing to ensure decisions and optimizations are data and market driven
- Stay informed on the latest thinking in best practices around social media

- Define a holistic paid digital strategy based on portfolio value proposition across one of our brands - Power, zSystems or Storage
- 2-5 years of in-depth knowledge of the various paid marketing channels and technologies, including paid search, retargeting social network advertising, and content distribution and placement networks like Outbrain and Taboola
- Experience handling marketing budgets and forecasting and reporting on results
- Understanding of metrics, digital media testing methodology and optimization strategies