



Example of Digital Media Planner Job Description

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Our company is growing rapidly and is hiring for a digital media planner. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for digital media planner

- Provide support and work closely with digital coordinator
- Working with ad operations to ensure discrepancies are actioned in a timely manner
- Demonstrate proficiency with Mediahub and industry systems/tools (Kantar, MRI, DART)
- Assist Non Digital Account Planners in their development of the client facing presentations by providing digital recommendations and input
- Partner with Account Executives and Digital Account Coordinators to review and evaluate campaign effectiveness
- Identifies key metrics and recommends appropriate campaign management and measurement mechanisms to evaluate campaign performance
- Assists with developing interactive media strategies for new business initiatives
- Respond to RFP Requests from National, Digital, and Local Sales
- Participate in initial kick-off call and strategize with Seller and Marketing
- Create cohesive and comprehensive media plan(s), looping in any necessary departments

Qualifications for digital media planner

- 1-3 years minimum Digital Display experience – agency side
- Demonstrate a high competency of using Microsoft Excel, Word and PowerPoint

- In-depth knowledge of programmatic buying and the wider Digital Display landscape
- Ability to form strong relationships with clients and internal teams
- Good knowledge of the fundamentals of Ad Serving and Display Technologies