



Example of Digital Media Planner Job Description

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Our growing company is hiring for a digital media planner. 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 digital media planner

- Review all Insertion Orders before sending to Senior Management
- Seek new trends and opportunities within the industry within display, mobile, social and video
- Knowledge of consumer habits & touchpoints, magazine, digital mobile, social, video
- Oversee their US Media Planning and Buying Process
- Work directly with Marketing Brand managers to develop media plans
- Work directly with Media Agency in NYC
- Oversee activities of an Associate Media Manager
- Develop negotiation strategies with media partners
- Make recommendations on changes
- Work closely with Finance and Marketing Analytics team

Qualifications for digital media planner

- Be comfortable managing multiple campaigns of varying size and objective simultaneously
- Experience managing large budgets in fast paced, entrepreneurial environment
- Good knowledge of new innovative Ad Formats and Platforms
- Ensure transparency and understanding of team activities
- At least a year of experience in prior media - function

