



Example of Digital Media Planner Job Description

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Our company is growing rapidly and is looking for a digital media planner. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital media planner

- Implement, manage, steward, report and optimize media plans, providing performance feedback loop to creative and marketing teams to optimize creative, landing pages, and content
- Keep current with emerging media opportunities/technology to also share with internal teams and apply to client work and new business as appropriate
- Participate in business development opportunities, both in a support or lead role to develop and distinguish ourselves from the competition
- Must be poised, articulate, and informative in client-facing meetings and presentations and be a team player, leader, mediator where necessary
- Assist in the creation of international digital media plans and proposals
- Collaborate with internal research teams to communicate needs specific to digital sales in order to deliver effective sales proposals and commercial arguments
- Input digital orders into the ad server and monitor inventory
- Liaise with clients and external vendors to get the relevant artwork and tracking required for campaigns to go live
- Define clear objectives, and KPIs for all digital campaigns
- Actively participate in the campaign management process by liaising with ad operations to ensure correct campaign set up, reporting and optimization

Qualifications for digital media planner

- Experience and understanding of industry research and planning tools (Comscore, Compete, MRI, Hitwise)
- Working knowledge of industry trafficking and reporting tools (Dart, Atlas, and MediaMind)
- Proactive approach to collecting information on brands, products, marketplace and trends
- Demonstrates willingness to learn from peers
- Is seen as a truthful individual and is able to keep a confidence