



# Example of Digital Media Planner Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our growing company is looking to fill the role of 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

- Work with finance to ensure clients are invoiced accurately and on time
- Build and maintain good industry knowledge
- Provide outstanding customer service to both internal and external stakeholders
- Maintain excellent relationships with all departments
- Understand best practices around campaign performance and recommendations
- Work within Google Analytics to monitor and optimize campaigns, build client reporting
- Train assigned sales team on current processes regarding order entry, dashboard reporting, and digital sales workflow
- Assist sales team in achieving sales revenue targets by providing analytical data support to the clients
- Be the main point of communication between The Daily Press Media Group and all vendors to execute an effective partnership including but not limited to successful API integration, troubleshooting data lags in reporting, and creating compelling analytics dashboards
- Act as a main point of contact for assigned sales team members when issues occur included but not limited to gaining access to google analytics, google tag manager implementation, dashboard issues, and troubleshooting issues with the Hive system

## Qualifications for digital media planner

- Knowledge of industry tools such as comScore, ad serving solutions, social media platforms
- Insatiable desire to continually learn and stay on top of industry news & trends
- Reporting and analytical skills with ability to distill digital media performance data into meaningful and actionable insight
- Personable, confident and capable of managing client relationships
- Knowledge and understanding of industry research and planning tools (Comscore, Compete, MRI)
- 1+ years of experience in prior media function