



# Example of Director Media Job Description

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Our innovative and growing company is hiring for a director media. 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 director media

- Extensive knowledge of US Hispanic media including but not limited to traditional media (TV, Radio, OOH) digital and emerging paid media (Google, FB, Snapchat, Twitter, Programmatic...)
- Support new business efforts by providing media strategy, media approach, media plan, write-ups, costs and assumptions, as needed
- Establishing and maintaining excellent relationships with major stakeholders in the media (broadcasters, media-agencies, CIM, ...)
- Bringing innovative leadership to the media market with regards to digital measurement, cross-media research, passive measurement, total video measurement, ...
- Manage the in-house media planners/ buyer team
- Educate on media issues and trends on an ongoing basis
- Build media strategy and campaign goals unique to each game launch
- Responsible for upfront negotiations and all media partnerships
- Frequent reporting on media performance
- Create global norms and learnings derived from the implementation of those research protocols across the globe, understanding what drives effectiveness of the creative and the different media platforms

## Qualifications for director media

- Understand client and agency objectives in response to RFP, but as well how

- Readily answer questions about inventory, ad products, creative specifications, optimization tactics
- Interpret Onion Labs ideas & tie back to proposal concepts to determine best options for content distribution strategy and buys
- Manage a team to negotiate with vendors when buying for publishing goals
- Experience and comfort functioning as a corporate spokesperson on both proactive topics issues management
- Complete knowledge of all aspects of Digital Media, Search, SEO, SMM, Mobile