



Example of Media Associate Job Description

Powered by www.VelvetJobs.com

Our company is growing rapidly and is hiring for a media associate. 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 media associate

- Ad operations, DFA (DoubleClick for Ad Serving) or Atlas tag mgmt
- Pull and compile data on a monthly on needed basis
- Collaborate with Brand Strategy, Brand Advertising, Digital, Social, and Marketing & Analysis teams to develop integrated marketing campaigns which address business goals and priorities
- Support brand and product campaigns across mass media channels including TV, print, and digital platforms
- Contribute ideas that drive innovation and impact within the media plan by incorporating new channels and using traditional channels in unique ways
- Also responsible for other duties as assigned, such as pulling ad hoc reports or supporting on special projects
- Attendance and contribution of ideas during brainstorm for RFPs & RFIs
- Work collaboratively with clients and the internal team to craft pitches that are both strategic and creative
- Develop media lists (traditional, social, digital influencers) for specific projects and pitch client stories for placement opportunities
- Conduct keyword research and make keyword recommendations to guide word choices for press releases and other content

Qualifications for media associate

- General business math

- Outgoing and even outspoken
- Able to work in a complex and multi tiered environment
- 7+years of related digital media/communications planning experience in a media or digital agency or in-house media or digital strategic planning department