



Example of Media Lead Job Description

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Our company is looking to fill the role of media lead. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for media lead

- Utilize company resources and cross functional relationships throughout the process
 - Develop and evolve the right mix of capabilities and partners by identifying new ways to leverage HP data as a competitive advantage in the market
 - Serve as a change agent with the ability to effectively evangelize new strategies and media technologies
 - Ability to educate and provide guidance on emerging trends and technologies within all media channels (TV, OOH, Display, Social, Radio)
 - Drive coordination of data activation across media agency & partner ecosystem
 - Collaborate with data sciences team to manage and enhance audience insights and learning agendas including but not limited to A/B testing, Dynamics Creative optimization (DCO)
 - Understand, define and communicate how search and social behavior meshes with the online media ecosystem, how it impacts higher level business goals
 - Be the single point of contact on the Demand Generation Team that can provide insights across all media tactics (paid and non paid) Drive insight leadership related to all demand gen tactic results
 - Create weekly input tool template set-up and space allocation in-accordance with annual, quarterly and campaign plans
 - Advise merchant teams on their weekly allocations and the best way to make use of their print and digital ad space per their strategy
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- Minimum 2-4 years experience in digital media, application and web development projects, including at least 2-4 years working on technology or software development projects
- Comprehensive knowledge of all TV Production equipment and technology within assigned operating areas, including but not limited to
- 8 plus years of media agency or sales experience, having sold for 2 or more different mediums (television, radio, out-of-home, digital)
- Sophisticated client presentation skills
- Implement and support processes within a matrix environment
- Ability to meet deadlines and successfully manage multiple and diverse assignments concurrently