



Example of Media Planner Job Description

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Our company is searching for experienced candidates for the position of media planner. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for media planner

- Weekly monitoring of campaign performance
- Create post-campaign research reports
- Create promo makelists
- Deputize for and assist other Media Planners as required
- Develop and execute online media plans
- Help develop tactical plans for each segment they work on
- Create and maintain media documents
- Optimize media placements to maximize campaign performance
- Generate Point of View reports
- Analyze campaigns and compile data into reports

Qualifications for media planner

- Create and maintain Media Plans for M24
- Create and update Global Database for M24/M24+ for end credit squeezes
- Deal with relevant Transmission & Presentation issues
- Deal with schedule changes and amend navigation plans/liaise with Presentation
- Commission secondary events for UK channels and communicate to Production, Graphics and TechOps
- Along with the Production Co-ordinator, ensure all promos/elements are available for relevant days for the Presentation Schedulers to use as

