



Example of Media Planner Job Description

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Our company is growing rapidly and is hiring for a media planner. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for media planner

- Maintains accurate print circulation/demographic information current media kits
- Tracks publishing corporate totals (Hearst, Conde Nast, New York Times)
- Be the main point of contact for all Europe Media Partners
- Negotiate aggressively and deliver the best efficiencies and value for all media placements
- Liaise daily with the Europe team located in London, as media strategy is developed
- Create Advertising Creative Briefs for all advertising insertions for Europe including print, outdoor and digital
- Evaluate, manage and execute all complimentary on-book, online, and iPad opportunities
- Possess the ability to clearly present media plans to supervisor in written presentations, excel charts and power point decks and the same would apply to post-campaign analysis/reporting
- Liaise with digital agency of record, external digital production agency to manage execution of all Europe digital advertising flights
- Digital Media Plan development based on Manager strategy encompassing entire process of planning media placements through to execution, tracking metrics and compiling of performance reports

Qualifications for media planner

- 1.5+ years of media planning experience preferred

- Firm grasp of how to achieve client performance metrics
- Masterful understanding of search engine media environment, including the players and supporting technologies
- Creates comprehensive and innovative media plans that align with the goals of each campaign