



Example of Media Planner Job Description

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Our company is looking for a media planner. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for media planner

- Monitor and report on media marketplace to stay abreast of trends, identify opportunities in emerging media and related technologies
- RFP Management for all Europe titles on an annual basis and as needed
- Manage Invoice and billing process for EMEA to ensure accuracy within overall global media budget
- Work with analytics team on advertising analysis including digital ROI
- Act as the primary media expert for assigned clients and client service team, including planning and buying of media
- Contribute to media strategy development
- Provide marketing expertise, including online and offline strategy development for assigned clients
- Exhibit thought leadership within the agency, with clients and in the industry
- Active involvement in new business development
- Acquire comprehensive understanding of clients overarching marketing objectives and how digital marketing fits/complements those marketing goals

Qualifications for media planner

- Monitors advertising results in reporting dashboards and with agency
- Analyzes advertising results and lead summaries to provide reports and recommendations to Campaign Management
- Leads assigned "Tiger Team" call where cross functional specialists and managers review projects, update the content calendar, troubleshoot issues, expedite projects, amplify campaign efforts and brainstorm ideas to enhance

- Establishes and maintains media vendor relationships to ensure value and optimal pricing for advertising campaigns
- Manages advertising budget – including PO requests, budget tracking, invoices, accruals and forecasting – and verifies the proper amount is spent
- 2+ years' related experience planning/coordinating online and print media