



# Example of Media Planner Job Description

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Our innovative and growing company is searching for experienced candidates for the position of media planner. 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 planner

- Increase visibility of media expertise throughout the agency
- Mentor and train new Media Planners
- Ensure quality control of media deliverables to Clients across department
- Act as the primary digital media expert for assigned clients, including strategy, planning, and buying of paid media across display, social, SEM and programmatic media channels
- Regular face-to-face interaction with assigned local clients including presenting media recommendations, campaign insights, optimizations and general media thought leadership
- Develop and manage end-to-end media planning/buying process including RFPs, negotiations, planning guides, client recommendations, buy authorizations, insertion orders, budget management and reconciliation
- Research, write and develop SEM ad copy based on clients' needs and competitive insights
- Identify areas of risk and opportunity through on-going analysis on large data sets
- Establish and manage publisher relationships
- Translating the client's needs into FOSM's Communication Recommendations that accomplish those needs

## Qualifications for media planner

- Cover for Director of On-Air Strategy when needed
- Excellent project management and organizational skills with the ability to manage multiple ad campaigns in various stages of the media planning process
- Good analytical skills and the ability to interpret media results and provide optimization recommendations for the business
- Prior experience with BrandOcean (formerly Donovan Data System/DDS) a plus
- Data Analytics & research proficient