



Example of Media Planner Job Description

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Our company is looking to fill the role of 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

- Retrieving, analyzing, and understanding all available research data and internal information to maximize ad sales profit opportunities with a strategic/commercial approach
- Working on pricing strategies that support both, the client's needs, and the company's objectives, (a) increase rates (b) increase investments (c) diversification of investment within the FOSM Group, (d) diversification of investment within the different departs (e) protect existing negotiations from the local offices
- Creating presentations and developing Media Flowcharts
- Preparing post-buy analysis
- Interaction with network traffic department to gauge inventory availability, restrictions, specials, in determining make-up of proposal
- Handling excess inventory and oversell situations
- Keeps abreast of industry news to increase and strengthen knowledge of position and get a general/broad understanding of what's going on in the industry
- Resolves order/invoice-billing discrepancies
- Be proactive, have passion for improving clients business
- Sole day-to-day media planning responsibility for 2 channels within the UK portfolio

Qualifications for media planner

- Ability to be flexible, work independently and be a team player

- Europe media planning required
- Knowledge of European culture, fashion industry and marketplace media required
- Understanding of media basics and concepts