



Example of Planning Coordinator Job Description

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Our company is looking to fill the role of planning coordinator. 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 planning coordinator

- Partner with Social Marketing team to provide exciting, innovative merchandise promotions that drive engagement in each social channel
- Track exposure for Affiliate and Social offers and report on results to merchant teams
- Administer and oversee the ongoing maintenance of Network Design & Planning programs or processes
- Work in partnership with the Manager, Design & Planning to coordinate and support all Design & Planning programs and initiatives
- Coordinate with internal Operations/Apparel divisions/branches and external suppliers on PO confirmation to ensure smooth and efficient communication information exchange
- Assist in development and execution of fully integrated programs including Custom Content, Branded Entertainment, Experiential, Promotional Sweepstakes, Broadcast, Print, Radio, Digital, Mobile, and Social marketing
- Build meaningful and rewarding partnerships by maintaining positive relationships with Clients, Regions, Dealerships, Partners, Vendors
- Oversee ticket / meet and greet distribution and vehicle display process for over 70 events a year between Toby Keith Concert Tour and PBR series events
- Manage and coordinate 40+ vehicle displays for PBR World Finals Ford activation
- Support with planning and event logistics for 15 Pro Football Hall of Fame

Qualifications for planning coordinator

- Ideal candidate will have 2 years of experience at a media company or television network, with specific preferred experience in program acquisitions or scheduling
- Experience with SIMS scheduling system is preferred, but not required
- Ability to manage tasks simultaneously is a must
- Passion for TV and good understanding of the TV business is a must – knowledge of audience trends in Nordic and Benelux preferable
- Maintain all buy related system parameters and master data
- Communicate with all raw material suppliers and coordinators