THE OPPORTUNITY
Assistant Media Planner

Could this be you?
An Assistant Media Planner assists in the development and execution of integrated media plans (both traditional and digital media, with emphasis in digital) under the direction of a Media Planner, Media Supervisor or Associate Media Director.

In this role you will…
- Media Planning/Execution:
  - Work closely with the all team members to gain client approval for strategy.
  - Maintain budget updates and spreadsheets.
  - Maintain flowcharts and plans.
  - Competitive analyses.
  - Write POV's.
  - Assist in management of ongoing budget tracking and reporting.
  - Review media performance and steward the success of campaigns with analytics counterparts.
  - Communicate and work with media partners to develop effective solutions that deliver client objectives.
- Media Research Analysis:
  - Learn media research tools: DDS/Mediaocean, IMS, Kanter, Comscore, PRISMA, Media Tools, etc.
  - Develop a basic knowledge of media terminology and applications.
- Media Awareness:
  - Keep up with industry trends.
  - Participate in media training sessions.
- Perform other duties and projects as assigned.

You have…
- Strong communication skills for frequent contact with the account and buying teams.
- Strong computer skills (Microsoft Word, Excel, and PowerPoint).
- Exceptional communication and relationship-building skills.
- A leaned in and eager to learn mentality
- The desire to work with a team and keep a positive attitude.
- Emerging presentation and persuasion skills.
- Attention to detail.
- Significant organizational skills to work simultaneously on numerous projects
- Basic understanding of the media planning function.
- Math acumen.
- Strong analytical ability
- Ability to learn and stay current in rapidly evolving, emerging space.
- Assistant Media Planner is an entry level position within the planning discipline – previous marketing or marketing research experience is a plus.
- A Bachelor's degree or equivalent experience preferred.
- The physical and mental requirements to meet the above listed job responsibilities.