

MEDIA PLANNER / BUYER

POSITION SUMMARY STATEMENT

Reports to the Vice President of Advertising; supports Advertising by managing, negotiating, scheduling and buying various regional, national and European print media, outdoor advertising and online ads.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Negotiates with media sales representatives to buy and place advertising for the company, calculates rates and budgets, and ensures that ads appear as specified
- Oversee production of ads (with Production Manager) to include, but not limited to, proofreading copy, quality check of overall layout, and ensuring materials are delivered on time
- Insertion order creation and submission to publications
- Invoice reconciliation
- Organization and management of media kits and monthly/weekly/daily publications
- Develops, presents and implements media plans based on strategic research and demographic analysis
- Works with management to develop objectives and strategies for media buys and added value
- Propose innovative uses of media to reach objectives
- Works closely with VP of Advertising/PR on budget and advanced planning to ensure targets are met
- Create and edit copy for various needs within the department (print pieces, website, press releases, etc.)
- Proofread various bodies of copy prior to launching live on web or going to print
- Manage various advertising project requests

MINIMUM QUALIFICATIONS:

COMPETENCIES:

- Communication , Initiative, Negotiation , Optimistic, Organization, Strategic Planner
- Strategic Problem Solver, Teamwork, Time Management, Thoroughness

Education/Experience:

- A minimum of 5 years experience with an emphasis in regional print advertising
- At least 2 years of experience with purchasing online media
- Bachelors Degree required
- Knowledge of online/interactive marketing and media strategies
- Office, Excel, Word

PLEASE EMAIL RESUME TO CHRISTY MOSHENKO

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