



**Title/Position:** Media Director & Strategy Lead  
**Department:** Media  
**Reports To:** VP Media & Campaign Management

**Media Director & Strategy Lead** is a well-organized person with significant experience in digital media strategy, planning, and buying. Experience building/planning audiences within various social media and programmatic platforms. Familiar with all digital media tactics and channels, including co-registration, display, social, OTT/CTV, ecommerce, affiliate marketing, and email. Ability to strategically integrate appropriate digital tactics based on performance or awareness objectives into an optimal performing plan. Above all the person in this position must be passionate about digital marketing and media.

Will look to this person to not only plan, but coach media campaign managers on how to activate audiences within various platforms. They will work with analytics to understand audience insights and then identify 1st, 2nd and 3rd party sources to build out similar/new audiences to use in our campaigns.

As Media Director they will need strong experience presenting media strategy, plans and performance to clients as a be the primary resource and internal expert to agency management and client account teams. Thus, this person must be extremely proactive in developing and presenting creative ideas and new client strategies. This person must also be a good writer and presenter, problem-solver and numbers-person.

#### **JOB RESPONSIBILITIES:**

- Manage digital media planning and buying for all Agency clients
- Identify and recommend innovative digital media solutions to clients
- Build and maintain successful media partner relationships
- Create innovative ways to leverage Agency's buying authority and create better financial outcomes for Agency and their clients
- Develop and create media plans, proposals, briefs and buys
- Oversee and manage media suppliers and maintain a categorized electronic repository of their materials, media kits, and updated contact information
- Work with Campaign Media Managers to ensure successful testing, execution, optimization and reporting for digital media campaigns on behalf of Agency-including IO, PO and campaign reconciliation
- Manage the successful integration and collaboration of account services, media services, tech services, CRM and Strategic Development (for analyses and post campaign reports)
- Develop new media-centric services and deliverables that can be sold to multiple clients and open doors to new prospects
- Present and help sell media proposals and concepts to clients and new business prospects

#### **ATTRIBUTES FOR SUCCESS:**

- Exceptionally well organized
- Able to prioritize and multi-task
- Self-motivated with leadership characteristics
- Detail oriented
- Strong sense of accountability
- Data driven, curious and proactive
- Work well independently as well as within a team environment

**QUALIFICATIONS:**

- 5-7 yrs experience in online media planning/buying
- Extensive experience using media research tools (Nielsen, Comscore, etc)
- Direct experience with Google Analytics, SEM, Paid Social, DCM (or similar ad serving platforms)
- Ability to understand and media tracking reports, scorecards, and backend metrics.
- Ability to prioritize and successfully manage multiple on-going projects and deadlines.
- Ability to organize thoughts in logical, clear and concise manner. High level of PowerPoint proficiency.
- Strong mathematical and analytical abilities; proficiency in Microsoft Excel
- BA/BS or higher (in Marketing/Advertising a plus)
- Must have 3-5 yrs Digital Agency experience