



the right talent for the right agency

Media Buyer/Planner Job Description

If necessary, include a reference to the discipline in the job title such as:

- Digital
- BTL/Design
- ATL/Press
- Direct Marketing

About us

Here you need to include information about your agency such as:

- The number of years you have been established
- The number of employees

About our clients

List which sectors you specialise in and include a list of your top clients. It may also be useful to list the specific accounts that the candidate will be working on.

Our location

Contact Details

Address

Email

Phone

Main Duties

Here we have summarised the main duties that a Media Buyer/Planner would be required to undertake. Top and tail this section with requirements that are specific to your role:

- working on a range of client accounts at the same time, often juggling various projects and deadlines;
- identifying the target audience for a particular media campaign and deciding how best to communicate to that audience;
- keeping up to date with industry research figures, including distribution figures (newspapers and magazines) and audience figures (TV and radio);
- monitoring buying strategies;
- liaising and building relationships with clients and media sales companies;

- negotiating with media sales companies to obtain the best rates and most appropriate media spaces in online, broadcast and print advertising;
- liaising with media sales people to adjust media schedules in response to audience figures;
- booking individual media spots, pages, posters, internet banners, broadcast adverts, etc.;
- ensuring that the adverts run accurately so the desired media message is seen and heard by consumers;
- client reporting and budget management, including preparing costings for clients and producing spending updates throughout the campaign;
- collecting and analysing sales and consumer data;
- undertaking research using a wide range of specialist media resources;
- monitoring the effectiveness of the campaign - this data may also be used to monitor future campaigns;
- supporting the media manager and other colleagues.

Team structure

A suggestion of the candidate's team and how that team fits within other departments would be useful here as each agency varies vastly on team structures.

Candidate requirements

Here you need to state how many years experience is required/preferred, whether they need to have done any specific training or gained experience in specific sectors.

State what qualifications are required for the role e.g. a minimum of 3 GCSE's or a masters?

What we offer

State what salary you will be offering and whether there are any benefits included such as:

- Company car
- Car allowance
- Bonus
- Profit share
- Overtime
- Pension
- Healthcare
- Life Assurance
- Free Parking