

**JOB SUMMARY:**

Develops, evaluates and advises media plans best suited to meet established client requirements, budget and objectives. Executes plans and buying responsibilities for all types of traditional media, as required by client need. Monitors, evaluates and assists the interactive team.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develops broadcast, print, outdoor and non-traditional media plans and buy authorizations, then executes or develops client's media criteria for other buyers or self.
- Presents and sells plans to agency management and clients.
- Calculates reach and frequency of potential media vehicles.
- Assures accuracy of media documentation, e.g. contracts, analyses of avail requests, make-good approvals, variance reconciliations, tear sheets, post-buy analyses, accounting billing transfers, cost estimates, etc.
- Documents all negotiations, makegoods and credits. Designs optimum buys in terms of cost efficiency, goals delivery and vendor agreements.
- Executes all media plans in the assigned group of markets within established budgets; buys media space and airtime.
- Monitors performance of all media and develops rationale explaining results for clients.
- Confers with supervisors, clients and/or account services for approvals and makes adjustments as necessary.
- Assists the Senior Media Buyer as needed by helping to input avails, send out buys and double-check all buys prior to sending out to vendors and/or clients.

**QUALIFICATIONS:**

- Bachelor's degree and/or 3-6 years of media planning and buying experience at an advertising agency.
- Ability to handle multiple tasks.
- Strong mathematical, analytical and research abilities required.