

At &Barr, it's not what we do, it's why we do it. Your purpose should be why you thrive from day-to-day; therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit you to the description identified. It is our expectation that team members offer their services wherever and whenever necessary to ensure we are the agency of choice for both great brands and top talent.

JOB TITLE:

Integrated Media Planner/Buyer

REPORTS TO:

VP of Media

JOB SUMMARY:

Develops, evaluates and advises media plans best suited to meet established client requirements, budget and objectives. Executes plans and buying responsibilities across all media, as required by client need.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develops strategies for both online and offline media to include: programmatic and site direct, broadcast, paid social, outdoor, print and search.
- Evaluates, negotiates and places buys for all media except for the paid social and search
- Provides support, specs and guidance for other buyers as needed.
- Creates and presents strategic media recommendations to internal staff as well for assigned clients.
- Explores and maintains research, innovations, and changes that affect media / site planning and buying. Evaluates editorial content, and audience composition of a wide range of media vehicles to determine which would most effectively and efficiently reach the target audience.
- Negotiates best price and media placement for clients, as well as negotiates, reconciles, and resolves media discrepancies.
- Provide research as needed for campaign strategies using various audience insights tools (i.e eMarketer, Experian, Resonate).
- Modifies and updates client flowcharts, as needed, to provide actualization.
- 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.
- Monitors performance of all media and develops rationale and POVs for clients on an ongoing basis.
- Maintains close contact with media representatives to keep abreast of special opportunities or features that would benefit our clients.
- Provides account updates and briefings for industry trends to in-house team.
- Supervises and monitors media schedules and contracts with outside media vendors.
- Responsible for assisting in the preparation of RFP's, media plans, objectives and strategies decks, and other related functions.
- Provides creative analysis and recommendations when appropriate to improve media performance.
- Assists in collaboration with accounting department to develop a streamlined approach to all invoicing.



- Confers with supervisors, clients and/or client service, and team members for approvals and makes adjustments as necessary.
- Other duties may be assigned.

QUALIFICATIONS

- Bachelor's degree and 3-5 years of media planning and buying experience at an advertising agency.
- Ability to handle multiple tasks.
- Strong mathematical, analytical and research abilities required.

COMMUNICATION ABILITY

Ability to read, write, and comprehend sometimes complex instructions, correspondence, and memos. Excellent verbal and written communication skills and ability to work individually on a project or in a team environment. Ability to communicate strategy and results to management.

REASONING ABILITY

Ability to apply common sense understanding to execute detailed and sometimes involved written and oral instructions. Ability to deal with problems involving few concrete variables in standardized situations.

COMPUTER SKILLS

- Personal computer proficiency (Apple, Windows and server-side applications)
- Knowledge of Workamajig software, Google Apps, Excel, Strata a plus

LEADERSHIP RESPONSIBILITIES

Does not supervise the work of others.

WORK ENVIRONMENT

Fast-paced, energetic, and creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, and crouch. Employee must be able to see. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

