

# ASHER MEDIA - MEDIA ASSISTANT POSITION

## Description

Asher Media, an award winning, independent strategic media planning and buying agency based in Dallas, is searching for a Media Assistant to join our team. The Media Assistant will work with all departments in planning, negotiation and operations and will act as a liaison between media vendors and clients. This is an entry level position for a recent college graduate, preferably with an advertising, marketing or communications degree. The ideal candidate should have a true interest in advertising with an enthusiasm to train for promotion and be a part of the Asher Media team long term.

Asher Media delivers data-driven, innovative media solutions for clients across all video, audio and visual media platforms. We work directly with major brands within a wide variety of industries and also partner with other advertising agencies to help our clients grow their business. For more information about Asher Media, please check us out online at [www.ashermedia.com](http://www.ashermedia.com).

## Responsibilities

- \*Responsible for flawless execution of media plans
- \*Evaluate basic media opportunities relative to plan objectives
- \*Help prepare media plans for designated accounts
- \*Monitor implementation of all media schedules (broadcast, streaming, print, out-of-home, paid social, online/mobile, etc.)
- \*Issue traffic instructions and send creative to vendors
- \*Prepare and maintain records, digital reports and other periodic reports as required
- \*Prepare and maintain media authorization forms and flowcharts for designated accounts
- \*Assist buyers as needed with buy implementation including entering avail data in View, ordering and confirming buys
- \*Provide planners with client copies of broadcast buys
- \*Maintain buys in SBMS buying software including makegoods and monthly discrepancies
- \*Prepare pre-logs of media schedules as needed
- \*Maintain buy folders according to procedure
- \*Create and maintain client binders
- \*Archive buying folders/binders annually

## Qualifications

- \*Be accurate, organized, meet deadlines, communicate clearly, problem-solve
- \*Responsible for timely completion of all assignments
- \*Treat vendors with respect and represent Agency in a professional manner
- \*Ability to multi-task, managing work on multiple accounts
- \*Become familiar with basic media terms and concepts
- \*Become familiar with basic research tools – Nielsen, ComScore, MRI, IMS, Scarborough, Kantar, SRDS, SQAD, Reach/Frequency Modeling

Apply at [jobs@ashermedia.com](mailto:jobs@ashermedia.com)