



Position:	Senior Media Planner – based in Austin, TX
Reports To:	Director of Planning, Group Media Director, Assoc. Media Director or Supervisor
Personnel Responsibility:	Media Assistant, Jr. Media Planner, Media Planner
Job Description:	<ul style="list-style-type: none"> • Prepare and present media plans for multiple accounts ▪ Prepare and maintain budget summaries/ flowcharts for designated accounts ▪ Prepare and maintain records and periodic reports as required ▪ Supervise implementation of plans ▪ Evaluate media opportunities relative to plan objectives ▪ Develop Client and Agency relationships ▪ Typically 3-7 years of media planning experience
Primary Responsibilities:	<ul style="list-style-type: none"> ▪ Manage the execution of the media plan to: <ul style="list-style-type: none"> ○ Provide clear direction and initiate action ○ Assure proper implementation and ensure accuracy ○ Guarantee timely and efficient media buys ○ Ensure achievement of media goals ▪ Thorough and accurate maintenance of budget control for client-approved plans during and after execution, including reconciling discrepancies and budget summary maintenance; ability to accurately track the changes and check/approve invoices ▪ Build effective, well-documented media plans ▪ Know and keep up-to-date on all available market and consumer information necessary to the preparation of the most effective and efficient media planning ▪ Interpret, coordinate, and integrate, as necessary, all assigned media activities, including presentation to the client, as required ▪ Maintain familiarity with the history, present organization, and procedures of the client, as well as, with conditions in the industry ▪ Is at all times alert to new media or new methods of using existing media as well as new methods of measurement, tracking and reporting ▪ Can effectively discuss, present media plans/recommendations, to Client/Agency personnel ▪ Keep management informed of account opportunities, issues and plan changes ▪ Train and develop direct reports ▪ Motivate team and encourage innovation and creativity throughout all projects by serving as a role model within the group ▪ Work with clients directly ▪ Responsible for supporting leadership within agency

Additional Requirements:

- Work autonomously with little supervision
- Ability to multi-task, managing multiple accounts
- Strong knowledge of/use of research tools:
 - MRI, IMS, Scarborough, Kantar, SRDS, BPA and ABC Statements, SQAD, Reach/Frequency Modeling, Market Analysis such as CDI/BDI, and knowledge of Strata resource and usage
- Organized, meets deadlines, communicates clearly
- More advanced accounting knowledge
- Work on special projects and contribute to new business opportunities
- Provide a high energy level, bringing new ideas to the planning function
- Industry-specific experience a plus
- Accounting knowledge a plus