

MEDIA ASSISTANT – Asher Media, Dallas, Tx

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

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