

## **Associate Media Director**

**tag media** is looking for a dynamic and eloquent **Associate Media Director** or **Media Supervisor** with strong leadership skills and a hands-on attitude. Leading, connecting, initiating, and strategizing, you will interface with clients and account leadership to understand their business needs and provide strategic guidance to achieve the set goals through various media options and initiatives. You will guide, manage, and mentor. You will coordinate agency and third party resources to ensure that our clients feel the love and value of what we bring to the table.

### **Qualifications & Responsibilities:**

- 3 - 5 years of experience in both digital and traditional media spaces, preferably at a media agency or within a media department at a marketing agency.
- Develops and prepares media plans for campaigns designed to make the best possible use of budgets.
- Ability to digest client goals/objectives and synthesize recommendations based on that input.
- Build, manage and analyze self-serve campaigns on platforms like Google (Search), Facebook, programmatic etc.
- Familiarity with display and paid social channels.
- Experience with more traditional channels (broadcast, OOH, radio, print).
- Experience managing a team with varying degrees of experience.
- Comfortable with cross platform campaigns.
- Comprehension of online business marketing metrics and KPIs (Impressions, Clicks, Click-Through Rate, CPM, CPV, CPC, CPA, CPE).
- Has a solution-oriented mindset.
- Ensures that all media initiatives have measurement plans and proactively presents thoughtful analyses of results and recommendations to clients.
- Understands how to identify and anticipate issues, diagnose and correct, and how to structure and implement testing initiatives.
- Must be comfortable functioning in a client-facing role, with immediately demonstrable abilities to develop positive relationships with internal and external counterparts.
- Develops opportunities to grow current business through strategic recommendations and innovation.
- Excellent written and oral communication skills, with deep expertise using Excel and Keynote (Powerpoint).
- Ensures consistency between client contractual agreements and deliverables.



- Supervises Media Assistants in administrative duties such budget control reports, client estimates, invoice summaries, and the opening/closing of dockets.
- A team player with a positive attitude who is able to handle stressful situations and deadlines calmly.
- Ability to plan and carry out responsibilities with passion, a can-do attitude, and minimal direction.
- College degree required, preferably in Marketing, Economics or Business

**Seniority Level**

Mid-Senior level

**Employment Type**

Full-time

