

# Job Description

## Media Executive

The traditional approach doesn't cut it for our Media team. Instead of focusing on creating media plans, they build media systems. They determine the best mix of channels to go to the market, combining cultural insights and algorithms to build strategies and manage media programs. Data is the driver. Delivering creativity is the goal.

Here's what you should know if you want to be a Media Executive at Blink:

### **On any given day you might**

- Work with Account & Strategy teams to develop strategic channel/media solutions
- Utilize media research tools and resources to aid in campaign development
- Finalize and present recommendations internally and to clients
- Manage cross-departmental issues regarding any aspect of campaign execution
- Develop and present reports highlighting relevant insights and learnings, and provide recommendations for future campaigns
- Develop, manage and train Assistant/JR Planners

### **The ideal person**

- Can manage all aspects of an online program(Facebook, Google and other publishing platform)
- Has experience with all online media tactics: CPA, CPM, and paid search
- Understands all aspects of online campaign implementation
- Has stellar negotiation, tracking, and optimization skills
- Is comfortable interacting with third party ad servers and rich media technologies
- Understands syndicated and related online media research resources
- Has outstanding budget and project management skills

### **You bring**

Ms Excel Knowledge

