



GITAM

(DEEMED TO BE UNIVERSITY)

VISAKHAPATNAM ✶ HYDERABAD ✶ BENGALURU

HEAD - MEDIA PLANNING

We are looking for an experienced Head of Media Planning to design and implement advertising campaigns that promote Higher Education programs. This role needs to have a solid understanding of Media needs for Higher Education space and responsible for analysing data, thinking creatively and dreaming up innovative strategies to make sure marketing campaigns reach the right target audience in the most effective way possible. Basically, this role will assess the impact and suitability of different types of media for targeting specific markets.

Media planner's collect and analyse information about different media channels, such as newspapers, magazines, radio, films, television, the internet and outdoor media, such as posters and digital billboards, with regards to consumer behaviour, circulation, audience trends and the impact of different methods.

Armed with this critical analysis, media planners devise or recommend strategies for using certain media effectively to attract and retain customers, increase brand recognition, and maintain customer satisfaction and loyalty.

Responsibilities

- Thorough knowledge of Higher Education Markets across India
- Deep understanding of Changing Dynamics of Higher Education industry
- Determine the best media outlet mix for promotional strategies
- Monitor online and offline ad campaigns (e.g. on Digital, Radio, TV, IOT, Websites, Magazines, Films, TV and Billboards)
- Regularly report advertising campaign results (including revenues and costs)
- Optimize advertising strategies for varying audiences and channels
- Design and review advertising budgets in collaboration with the Management
- Negotiate with media channels to close competitive deals
- Prepare additional promotional activities to support for all new curriculums launches
- Create new campaigns for New Curriculums to reach out to a broader audience
- Ensure a cohesive advertising message across campaigns
- Build long-term relationships with media influencers to promote GITAM brand

Requirements

- Strong Analytical skills
- Lead and demonstrated ability to inspire various Teams
- Flexibility, Passionate customer advocacy
- Proven work experience as a Media Planner or similar role
- Knowledge of different types of media channels
- Demonstrable experience with building effective advertising campaigns
- Familiarity with digital marketing
- Working knowledge of analytics tools (e.g. GfK MRI, Moat, and Nielsen IMS)

- Working Knowledge & understanding of BARC, ABC & IRS media performance measurement platforms
- Experience with budget planning and KPIs
- Ability to manage and combine data
- Strong decision-making skills
- Highly proficient in MS Office

Communication Skills

Excellent Communication skills are an absolute necessary both in written and verbal form.

Interpersonal Skills

Have an ability to handle multiple teams, prospects simultaneously and meet rigid deadlines, one should be extremely comfortable working in a fast-paced environment and be comfortable working in a group. One should be self-motivated and inspire the same in others, have a positive can-do attitude, have excellent time-management skills and have exceptional problem-solving skills.

Education

Master's – in Communication/ Business Administration, or similar field. The equivalent of the same in working experience is also acceptable.

Experience

A candidate for this position must have had at least 10-12 years of working experience in a Higher Education/ University level media position in a dynamic and highly competitive environment. The candidate will also need to demonstrate a well-rounded knowledge of admissions.

Mail your resumes to careers@gitam.edu