

Job Description - Media Director

The media director is responsible for the philosophy and planning of the use of media, for the selection of specific media, and for ordering space and time. The media director needs to be well-versed in both traditional and digital media, and must stay current with rapidly changing media options.

As a mid-sized agency, the media director (in conjunction with the account executive) does media, industry and/or company research, so that the agency can construct an accurate strategic advertising and marketing plan for the client. The media director is responsible for maintaining a library of media kits and periodicals for industries or the target markets that the agency serves.

Responsibilities:

- Converse with other agency department heads/client service teams to keep projects moving forward on a timely basis.
- Works with the creative team, insures use of the most appropriate, effective media venues for each client/project.
- Prepares media plans based on briefings from account executives.
- Prepares media schedules and keeps schedules up to date.
- Prepares media cost estimates and revises as required when publication rates change.
- Books media space and issues insertion orders, insertion cancellations and media change requests.
- Assists with new business initiatives by reviewing proposals, providing input for cost estimates, and/or providing language related to the media discipline in the agency.
- Provides recommendations, establishes framework, sets-up, optimizes and reports results for search marketing campaigns.
- Analyzes results from marketing efforts to determine and recommend optimization of media based on results.
- Coordinates with client service teams to ensure publication material deadlines are met.
- Reviews tear sheets to determine if publications have run correct size, position, color, etc.
- Approves media invoices and settles billing discrepancies with publications.
- Maintains digital and/or hard copy media reference files.
- Maintains contact with media advertising representatives.
- Maintains current working knowledge of programs and software, ensuring entire media department as well as individual staff members remain on the cutting edge of essential technology and skills.
- Influences hardware and software purchases related to the media discipline.
- Recommends and approves skill-training for media team.
- Works with accounting to ensure media-related costs and revenue are appropriately recognized.
- Performs monthly media invoicing to all agency clients.

Interested?

Send your resume and cover letter to HR@AcrobatAnt.com to start the conversation. And, please answer this one question in your email: **Why should we consider you for the Ant Colony?**