

MEDIA BUYER/PLANNER – UN/COMMON

We are an advertising agency. We believe status quo is a waste of money. We believe calling people "consumers" is the first step in losing their attention. We believe people make decisions with their heart, not their head; they are smarter than we give them credit for, they hate being sold to and fall in love with brands that speak to them. We work hard. We don't hire assholes. And if our work doesn't make you feel something, fire us.

Our services include: Strategic Planning, Branding, Creative, Media Planning & Buying, Social Media and Digital. Our clients include: California Exposition and State Fair, Arden Fair, Hinode Rice, the Sacramento Kings the State of California and Orchard Supply Hardware, among others.

Professional Personality Description

An un/common Media Buyer/Planner has great passion for all types of media, is savvy, creative, pragmatic, resistant to stress, and possesses an affinity for juggling multiple tasks while maintaining a thirst to keep up with the latest and greatest industry trends. They are able to establish strong working relationships with coworkers, vendors and clients. Strategic thinking, excellent communication skills, and a strong eye toward creativity and efficiencies are a must.

Job Description

The Media Buyer/Planner possesses a thorough understanding of the media landscape, including both traditional and digital avenues. The Media Buyer/Planner works with the media and brand management teams to assess client needs, and creates plans that are strategically on point, while delivering the utmost efficiencies, in a unique and creative manner.

Duties

- Creation of media plans and buys for a variety of clients, utilizing both traditional and digital media
- Implementation of media plans, from RFP to negotiation to placement across all media
- Creation and presentation of all support documents
- Stewardship and optimization of media buys
- Analysis of media performance
- Management of client budgets

Experience

- Bachelor's degree from a four-year institution.
- 1-3 years prior experience in media planning or buying role
- Familiarity with syndicated research and media-buying/management platforms
- Strong understanding of digital research tools and third-party ad-serving platforms
- Knowledge of market conditions and industry benchmarks

Please email cover letter, resume, references and salary requirements to info@uncommon.us

