



Job Title: Senior Media Planner/Buyer

Reports To: Media Supervisor or above

FLSA Status: Exempt

Approved By: Peter Infante, President

Approved Date: November 14, 2011

SUMMARY

This position is granted to individuals who have mastered the media planning/buying position and show great potential for leadership within the agency. The Senior Media Planner/Buyer works directly with senior staff members in creating media plans (and/or providing input); he/she has been exposed to a number of different types of accounts/industries and is an exceptional media buyer. This person showcases leadership skills and is sought out for training and leadership and supports the senior staff in prioritizing workflow and strives to educate/mentor

Senior Media Planner/Buyers seek opportunities to take on additional responsibility within the team – managing larger buys of multiple disciplines and seeking out process improvements. The sr Senior Media Planner/Buyer helps to oversee workflow and work quality among the junior team and ensures agency deliverables to clients meet or exceed expectations and are on time.

BUTLER/TILL'S VISION FOR THIS POSITION

Senior Media Planner/Buyers are on their way to truly becoming experts in the field of media. They have a strong understanding of marketing and media and can independently develop and present recommendations to senior staff and clients. They are enthusiastic contributors and look for ways to add value to the team and agency.

SUPERVISORY RESPONSIBILITY

None.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING, BUT ARE NOT LIMITED TO:

OVERARCHING JOB FUNCTIONS

Campaign Execution	50-60%	Media negotiation, placement and stewardship
Training	10-40%	Training for Media Buyer and Jr. Media Buyer
Planning Support	10-40%	Market/media investigation and general research
Client Service	0-10%	Small Accounts (as learning experience)

SPECIFIC JOB FUNCTIONS

Research Skills

- Is well-versed media research tools and techniques and - usually taking the lead as agency resource (specialist)
- Acts as a resource within the agency; trains and mentors more junior staff

Buying Skills

- Is an integral part in helping with data analytics and best practices. Works closely with media supervisor and account director to ensure that data provided is utilized to analyze potential new markets, saturated markets, etc.





- Is a highly skilled media professional – provides media analysis, perspective, strategy, planning and execution (buying) and post-buy review for clients. Has experience on multiple types of accounts; or significant experience on key accounts at agency.
- Is the major support arm to account directors/account executives when it comes to research, input, idea generation, etc. for plan development.
- Understands the client industry and is well-versed on the position clients have within that industry/footprint; has a clear understanding of client's products/services
- Has firm understanding of client goals and objectives – and is active in the day/day management of the plans execution. Understands client's media budgets and program elements. Actively develops standards, process, etc. and introduces these to the team.
- Senior media planner/buyers are looked at as experts and mentors and are expected to be innovators, seeking unique ways to solve budgeting or creative restraints is essential.

Negotiating Skills

- Best of the Best
- On average is achieving 25% or more in recued rate or added-value on all buys
- Has multiple "cards" to play; is an innovator in added-value negotiations and brings new ideas and opportunities to vendors and clients
- Mentors and trains junior staff on negotiations; reviews buys prior to submission to ensure that added-value is meeting expectations

Planning Skills

- Senior Media Planner/Buyer is an extremely critical team member on account(s) – and is on track to become leader in the agency/recognized as solid resource across teams. Person could stay in this role for a long period of time (given goals), or is on track to become media supervisor.
- Solid writing, planning and buying skills – person is extremely confident and works independently without problem. Has mastered all research available within the agency.
- Senior Media Planner/Buyer is an innovator among the agency. Looks for training opportunities, trends in the media industry and consistently distills information throughout the agency on trends, updates and new offerings.

Other

- Senior Media Planner/Buyer are expected to have mastered the technical skills outlined in the buyer job description)
- May be required to travel.
- Supports other teams as needed and time permits.
- Proactively support and participate in agency improvement initiatives including Butler/Till's Intelligent Quality Program.
- Other duties as assigned.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



EDUCATION AND/OR EXPERIENCE

- 6-8 years or experience in marketing and media field; agency and /or media sales experience.
- Bachelor's degree in Communications, Journalism, Public Relations, English, Marketing or a related field.
- A combination of education and experience will be considered.

COMPUTER SKILLS

Computer literacy to include proficiency with Microsoft Office Suite of Products (Word, Excel, PowerPoint), Microsoft Outlook and Internet Explorer. Excel Pivot Tables a plus.

KNOWLEDGE AND SKILLS

- Excellent written and verbal skills, including public speaking.
- Independent and self-directed yet also team-oriented.
- Strong project management skills; must be well-organized with ability to multi-task.
- Flexible and intuitive personality who can manage complex internal and client relationships.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. (i.e., business office with computers and printers, light traffic).

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The Senior Media Planner/Buyer may spend long hours sitting and using office equipment and computers.

