

EXPLORE COMMUNICATIONS

Media Planner/Buyer

Explore Communications is a media planning and buying agency that was established in Denver in 1996. During those 24 years we have been constantly striving to redefine our industry. We are known for being creative, innovative and completely different. The nature of our business requires a strong work ethic and can-do attitude, but we strive for a work/life balance. The pressure can be high, but the challenge is always rewarding.

We are seeking a Media Planner/Buyer who is passionate about their career in media and who is driven by hard work and happy clients. Top candidates will have multi-media experience and knowledge, along with the following traits.

Position Qualifications

- Three to five years of experience, specifically in media
- Proficiency in planning and buying all forms of paid media, including digital and traditional (e.g. TV, radio, OOH, print, digital, social, streaming and non-traditional)
- Experience with media buying software (we use Strata/FreeWheel)
- Exposure to digital third-party ad trafficking (we use DCM)
- Ability to handle tight deadlines, multiple projects at once and a fast pace
- Strong business writing abilities
- Excellent presentation and interpersonal skills
- Proficient in negotiation with a keen attention to detail
- Ability to apply research to actionable plans and buys
- Deep understanding of the digital landscape
- Strong analytic skills and the ability to find insights within data that translate into meaningful business insights
- In-charge presence while still being a team player
- Positive attitude, especially when under pressure
- Desire to help shape the company and grow with us
- Hard-worker who is career-oriented

Position Responsibilities

- Leads all aspects of media planning and buying on a specific set of agency clients
- Utilizes media research, audience insights and data analytics to create optimal media recommendations
- Writes and presents media plans, then follows them through the entire media buying and implementation process

EXPLORE

COMMUNICATIONS

- Responsible for overseeing all digital traffic, analysis, reporting and optimization
- Manages day to day client relationships with a focus on customer service and pro-active consultation
- Manages campaign budgets, billing and vendor communications
- Responsible for managing annual budgets of assigned clients and oversees reconciliation at the end of each campaign
- Works closely with the accounting department on client billing and reconciliation process
- Helps guide support staff in research, competitive analysis and performance reporting
- Keeps up with latest media industry trends as well as client-related industries
- Contributes to agency brainstorms and new business as needed

Qualified candidates can email their cover letter and resume to Mindy Gantner at mindy@explorehq.com