

## **JOB DESCRIPTION: Media Planner/Buyer**

We are growing our team to include a Media Planner/Buyer that will support and help manage our department's day-to-day volume across all paid media efforts. In addition to working across a variety of clients, this position requires prior experience in cross-channel planning, developing sound media strategies grounded in research, and presenting media recommendations. This person is articulate (written and verbal) and fluent in Excel and presentation tools like PowerPoint, Google Slides, and Keynote. This person is also passionate about the industry and has always-on curiosity. A good fit will be a person who knows how to bring out-of-the-box thinking but within the parameters of a budget and assemble a media plan that addresses the client's needs.

### **Roles & Responsibilities**

- advocate for the client's best interests
- represent Heinrich and make us proud
- ability to handle multiple tasks simultaneously
- think of effective ideas and creative approaches to solve problems
- meet with media partners and keep the department informed on the latest media trends in advertising and client-related industries
- study demographic data and consumer profiles to identify desired target audiences
- gather, organize, and present research
- prepare and send RFPs to partners for a variety of tactics including OOH, Print, TV, and Radio
- deconstruct vendor proposals and construct media strategies and recommendations with confidence
- assemble and maintain accurate flowcharts
- relay accurate specs, deadlines, and media deliverables to the Account team
- understand budgeting and adhere to given budgets
- negotiate rates, added-value opportunities, and sponsorships
- process vendor invoices and resolve discrepancies
- hone the skill of interpreting what a client wants vs. what a client needs and then tell them why
- bonus skills:
  - awesome at making engaging presentations
  - paid digital experience
  - paid social competencies in Facebook/Instagram/LinkedIn

### **Mandatory Traits**

- analytical
- organized
- detail oriented
- strategic
- strong communicator



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- understands trends
- loves new technology
- driven and dependable
- resourceful
- enjoys nurturing relationships

### **The Details**

- full time employee
- start date: ASAP
- qualifications: 2+ years of experience in media planning + buying

### **How to Apply:**

Submit resume to Steve Greenwald ([sgreenwald@heinrich.com](mailto:sgreenwald@heinrich.com)). Please, no phone calls or recruiters.