

Job Description – Media Planning

Role:

- Manage portfolio of accounts under the guidance of senior employees.
- Look for research (primary//secondary) for insights about business, consumer & market
- Explore creative route to find business solutions
- Maintaining partnership/good working relationships with existing clients
- Will need to be able to talk to client on Digital media solutions
- Should analyze data – Consumer, market, brand for insights
- Constantly look for possibilities in Digital
- Keep up to date on media trends and market/consumer changes

Skills Required:

- Good spoken and written communication skills
- Strong presentation and negotiation skills.
- Good organizational and time management skills.
- Good 'people skills', for working with a range of colleagues and clients.
- Willingness to work long hours, often under pressure.
- Strong analytical, operational and thinking ability.
- Attention to detail.
- Technical knowledge on Data and Consumer understanding/analytics
- Ability to work in a multi-cultured environment
- Should have culture and behavioral science understanding/interest