

Job Description – Media Planning

Role:

- Manage a portfolio of accounts across various categories under the guidance of senior colleagues
- Find research (primary/secondary sources) for insights about business, consumers and the market
- Explore creative routes to find business solutions
- Maintain and expand relationships/partnerships with existing clients
- Advise clients on digital media solutions
- Perform data analysis to gain insights on business, consumers and the market
- Stay constantly aware of opportunities in digital
- Keep up to date on media trends and market/consumer changes.

Skills Required:

- You have impeccable spoken and written communication (English & Arabic)
- You are a confident presenter and negotiator
- You are self-disciplined in terms of time management and task organization.
- You have solid 'people skills' for working with a range of colleagues and clients.
- You are willing to work long hours, often under pressure.
- You are an analytical and operational thinker.
- You pay sharp attention to detail.
- You possess technical knowledge on data and consumer understanding/analytics.
- You received high GPA scores in maths/analytics.
- An engineering background will be an advantage.
- Fluency in Arabic will be an advantage.