

## Position Overview: Digital Media Planner/Buyer

The successful candidate will possess an expertise in evaluation, negotiation, planning and purchasing of online media. This is a great opportunity for an independent thinker and team player. The ideal candidate should have a firm grasp of all aspects of digital media.

### *Responsibilities*

- Write & present unique strategic online media plans
- Evaluate media proposals and provide written POVs
- Compute ROI of online media activity, and make recommendations to optimize client results
- Negotiate, purchase and maintain online media insertions for various accounts
- Track media expenditures to ensure agency and client budget compliance
- Provide concise, timely and accurate reporting, including post-buys, positioning and online tracking reports, etc
- Analyze online media buys
- Prospect new opportunities with current or new publishers
- Negotiate deals with publishers
- Optimize placement and targeting of online media buys

### *Requirements*

- Bachelors Degree in Marketing or a related field
- 3 years' online media planning/buying experience
- Experience in both digital and traditional media preferred
- The ability to clearly demonstrate how digital media can help achieve clients' marketing objectives
- The ability to make online and offline media complement one another
- Experience developing strong online media strategies and plans, starting with audience behaviors
- Strong ability to present in client presentations
- Strong publisher relationships and the ability to negotiate buys and execute campaigns with creativity
- A habit of keeping abreast of emerging channels and technologies
- Detail oriented with exceptional critical thinking and problem solving abilities
- Solid background in PPC/Search, with strong knowledge of Google AdWords & Facebook
- Strong knowledge of web analytics tools such as Google Analytics along with advanced tracking techniques
- Basic understanding of email marketing planning, execution and results tracking
- Experience in digital campaign integration from strategy to execution to analysis
- Knowledge of digital media buying within mobile platforms
- Keeping up on display advertising conversion trends and creative considerations
- Basic knowledge and understanding of SEO
- Thrives in collaborative environments with lots of cross-disciplinary, cross-functional projects
- Understanding of multi-dimensional marketing programs
- Working knowledge of online tools
- Basic understanding of HTML, Flash and JavaScript

- Advantage and STRATA software experience is a plus

We maintain a high-energy environment for people who are very passionate about what they do. We provide plenty of challenge and hard work, but in a casual and fun environment. We want people to have a positive attitude about their work and participate in something where their input is respected and appreciated.

If this sounds like the position for you, send us your details and tell us why you're the right person for this position.

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