



## MEDIA DIRECTOR

### Job Description:

Reed & Associates Marketing, Inc. (R&A) R&A is seeking a Media Director to lead the vision and strategy for the media department. Must be well versed in different media types, from offline traditional media to digital channels, to implement the most effective marketing campaigns for our clients. Comparative experience required.

- Effectively lead our team of media planners | buyers, ensuring career development and job satisfaction
- Local, regional and national media research, planning and buying across all media platforms
- Maintain cooperative cross-functional relations across all agency departments
- Cultivate strong working relationships with media representatives
- Effectively communicate media rationale direct to clients and prospects
- Analyze internal performance reporting and adjust based on findings
- Ability to synthesize and analyze data to support media recommendations i.e. trending, rates, audience reach, CPM
- Effective negotiating skills to close competitive deals with media channels
- Direct quarterly post buy analysis reporting, securing associated make-goods
- Effectively and judiciously develop and maintain an optimal media mix for our valued clients
- Oversee, monthly media billing and creative traffic reconciliation
- Spearhead the research and implementation of new media strategies
- Strong project management skills
- Manage internal media forms, including advertising calendars and broadcast schedules
- Ability to develop and implement annual team and department goals
- General leadership of Media Department

### Desired Skills and Experience:

- Bachelor's Degree
- 8 – 10+ years of media planning and/or buying experience
- Marketing agency experience preferred
- Associate or Media Director experience preferred
- Strong organization skills with great attention to detail
- Familiarity with digital marketing
- Experience with budget planning and KPIs
- Strong decision-making skills
- Knowledge of all media channels
- A solid work ethic with the self-motivation needed to exceed expectations
- Technologically savvy, remaining on top of the latest trends
- Good numerical and data management skills
- Strong presentation skills
- Ability to function effectively under tight deadlines
- Familiarity with various media tools
- Proficient in Excel

### About Reed & Associates Marketing:

Started in 2008, Reed & Associates Marketing (R&A), headquartered in Norfolk, Va., is a national marketing agency that specializing in advertising, media buying, public relations, social media and more. R&A a client-centric group of marketing professionals focused on strategic performance-based analysis. With a healthy mix of seasoned advertising professionals coupled with young and emerging talent, the office environment lends itself to being one of openness, camaraderie and collaboration. The carefully-cultivated R&A team has completed work locally, regionally and nationally for more than 30 clients around the country. The company supports corporate social responsibility by fundraising, volunteering and partnering with various local and national non-profits. As a result of our commitment to philanthropy, R&A was named a recipient of a 2014 Corporate VOLUNTEER Excellence Award.

For more information, please visit [ReedandAssociatesMarketing.com](http://ReedandAssociatesMarketing.com).

Qualified candidates please apply to [Jobs@ReedandAssociatesMarketing.com](mailto:Jobs@ReedandAssociatesMarketing.com)