



## MEDIA PLANNER | BUYER

### Job Description:

Reed & Associates Marketing, Inc. (R&A) is seeking a Media Planner | Buyer to support the media department with daily responsibilities working across traditional and digital media channels to develop strategic recommendations for effective advertising campaigns.

- Local media research, digital and traditional planning and buying across various markets nationally
- Effectively and judiciously develop and maintain an optimal media mix for our valued clients
- Maintain cooperative cross-functional relations across all agency departments
- Cultivate strong working relationships with media representatives and vendors
- Effectively present media plans and recommendations to our clients
- Analyze internal performance reporting and adjust based on findings
- Develop quarterly post buy analysis reporting, securing associated make-goods
- Analyze annual broadcast trends
- Monthly media billing and creative traffic reconciliation
- Assist in the research and implementation of new media strategies
- Manage internal media forms, including advertising calendars and broadcast schedules
- General assistance to the Media Department

### Desired Skills and Experience:

- Bachelor's Degree
- 3-5 years of media planning and/or buying experience
- Marketing agency experience preferred
- Strong organization skills with great attention to detail
- A solid work ethic with the self-motivation needed to exceed expectations
- Technologically savvy, remaining on top of the latest trends
- Great willingness to learn and take direction
- Ability to function effectively under tight deadlines
- Willingness to step out of assigned role to support team members
- 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 specializes 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)