

Media Planner/Buyer

Remuneration:	R26000 - R34000 per month negotiable cost-to-company
Location:	Johannesburg, Orchards
Remote work:	Some remote work allowed
Education level:	Degree
Job level:	Mid/Senior
Travel requirement:	Occasional
Type:	Permanent
Reference:	#MPBApr24
Company:	Penguin

Penguin is a result driven agency that help our clients sell more products to more people more often.

This position will require management and execution of the tasks involved in managing start-to-finish media planning and buying for clients. As a media planner/buyer, you are responsible for purchasing media space or time, as per the approved media plan. Their mission is to negotiate the best possible rates with the various media owners and ensure that all media bookings are placed accurately based on the approved plan.

- Manage all aspects of the media planning and buying process.
- Prepare media cost estimates and purchase orders (as requested)
- Executing on the approved media plan.
- Able to work efficiently under tight deadlines.
- Monitors trade publications for new media trends.
- Assists with evaluating smaller proposal evaluations and client media plans.
- Liaising and building relationships with media owners.
- Negotiating with media owners to obtain the best rates and most appropriate media spaces across all media platforms.
- Liaising with media suppliers to adjust media schedules in response to audience figures.
- Ensuring that the campaigns run accurately in order for the desired media message to be well received by consumers.
- Collection of proof of execution from the media owners and compiling of post campaign reports.
- Client reporting and budget management, including preparing costings for clients and producing spending updates throughout the campaign.
- Review and compile media research data and assists in writing competitive reports.
- Identify target audiences and understand their behaviour and habits.
- Determine the best media outlet mix for our campaigns.
- Optimise ad campaigns according to geographic exposure, frequency, time spans and more.
- Follow media trends of online and offline outlets (TV shows, magazines, blogs, radio programs)
- Evaluate the success of media strategies and campaigns.

Experience level:

- BSc/BA in marketing, business administration, or similar field.
- 2-4 years media planning and buying experience.
- Need to have own transport and valid drivers licence.

- Preferably agency experience.

Requirements:

- A self-starter and unconventional thinker: someone who is proactive and who considers the bigger picture.
- Someone with their finger on the pulse in terms of what is happening in terms of trends, events, influencers, brands and more.
- The ability to successfully manage multiple internal and external initiatives/projects in a deadline-driven environment.
- Strong understanding of ROI on various projects and media platforms with the ability to translate opportunities into sales.
- Telmar experience.
- CHASE system experience.
- Broad knowledge of media channels
- Familiarity with campaign evaluation metrics and media buying.
- Working knowledge of analytics tools.
- An analytical mind with an aptitude for statistics and math
- Strong decision-making skills

Company Description

At Penguin we are the creators of brand stories, the collaborators, the conversation starters and the idea generators. In the realm of brand and communication, evolution is key. Our agency prides itself on staying ahead of the curve, offering various solutions across diverse media channels. We delve into meticulous research, strategic planning, and a comprehensive understanding of your business goals. Through our bespoke solutions and immersive experiences, we empower your brand to maintain its relevance and competitive edge.

Posted on 09 Apr 14:43, Closing date 16 May

Apply by email

Annemie Burger
annemieb@penguin.co.za

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