

Job Opportunity

We are looking for a Media Executive (Buyer/Planner) to negotiate and buy advertising inventory for clients. You will ensure that ads reach target audiences through high-quality channels at the highest value possible.

In this role, you should be an effective negotiator, critical thinker and able to establish trust and build rapport with clients and media professionals.

Your goal will be to optimize ad exposure and outdo competition while staying within budgets.

Responsibilities

- Help identify target audiences and plan media campaigns for specific clients and campaigns by collating and analysing data.
- Compare and negotiate rates, ad space and airtime
- Optimize plans and budgets according to the best media mix
- Prepare schedules and adjust when needed
- Experiment with new platforms and channels
- Ensure ads are creative and displayed appropriately
- Monitor costs and return on investment (ROI)
- Report to clients and build long-term relationships
- Making decisions on the best form of Competitor review analysis and analysing market trends.
- Executing multi-media mix tactics designed to drive traffic & sales with the most efficient media spend.
- Identifying target audiences and analysing their characteristics, behaviour and media habits using specialist industry resources.
- Working with clients and account team to understand client's business objectives and advertising strategy
- Creating rationales, and media cost schedules to clients in timely and proper manner/ template.
- Managing client relationships to ensure respect and trust.
- Developing evaluation techniques for campaigns as well as gathering data on the same.
- Monitoring and reporting on media and updating compliance reports
- Maintaining positive current vendor relations and reviewing new vendor proposals.

Requirements

- At least 3 years' proven experience as Media Buyer / Planner or similar role within an Advertising Agency environment
- Familiarity with media-buying, planning and research
- Interest in following advertising and media trends
- Working knowledge of media buying tools & analytics software (e.g. Z-Plan, Telmar)
- Working knowledge of station / media owner booking policies
- Excellent communication and negotiation skills
- Organizational and multitasking abilities
- Attention to detail
- Critical thinking skills
- BSc/BA in Marketing, Advertising or related field

Applications to be sent to admin@isaafrika.education by 20th January 2021.

Job Location: Nairobi, Kenya

Job Start Date: February 2021