



Media Coordinator

MDR is seeking a media savvy individual to join our growing media department. Job would involve media strategy and planning, coordinating, buying and reconciling.

Responsibilities & Expectations

- Develop media strategy and build integrated media plans to achieve a variety of client goals. Media strategy to include but not limited to TV, Radio, Out of Home, Print, Digital, Social.
- Work with current and new media partners to secure multiple proposals to meet media objectives.
- Present strategy and plans to Media Director and internal teams for approval and feedback.
- Assist and finalize buys based on direction from Media Director, build insertion orders and secure buys with media partners.
- Communicate media buys, specs, and deadlines with Production Manager and Account Managers.
- Create traffic reports for Production Manager for multiple clients based on monthly media plans.
- Respond to order revisions in a timely manner updating all media partners and internal records.
- Reconcile monthly invoices for all media, requesting make goods and credits from media partners when necessary. Work with accounts payable to ensure clients are billed in a timely manner and billing matches client media plans.
- Tracking and reporting client media spending on monthly basis.
- Analyze data for key insights and make recommendations to improve media buys. Ensure client's goals and objectives are being met.
- Create monthly reports based on all media placements and update client dashboards with monthly metrics. The Media Coordinator should be able to highlight key points for clients and communicate how the media placements are working to meet client goals and objectives.



Requirements

- Must have strong oral, written, and presentation skills with attention to detail and accuracy.
- Must have a strong understanding of excel.
- Experience with Strata, TapClicks, Google AdWords, Google Analytics and comScore are a plus!
- Must be able to work in a team environment and show initiative.
- At least 3 years of experience doing similar work preferred.
- Excellent time management skills with the ability to handle multiple clients and projects at once meeting strict deadlines.
- Clear communicator internally and externally

Key Traits of an MDR Team Member

Solutions-Oriented • Proactive • Collaborative • Committed • Respectful
Receptive to instruction and feedback • Accountable • Dependable • Good-natured • Fun