



MEDIA STRATEGIST JOB DESCRIPTION

Job Description:

At Red House, a Media Strategist evaluates project, brand, and campaign goals, and then effectively plans audience communication strategies, which often result in a paid media buy. This position requires a deep and thorough understand of the current media landscape, including all digital and traditional mass media and tactics. It's essential that candidates possess experience managing self-service paid media platforms (i.e. Google AdWords, Facebook, Twitter, etc.) and should also have experience planning/purchasing traditional media channels (i.e. Outdoor, Print, Radio, TV). Ideal candidates have 3-5 years of experience. This position reports to the Vice President, Director of Media. If you match the description below, email your resume and cover letter to pbaird@redhousecom.com

Primary Responsibilities: Media Strategy, Planning & Buying

- Personally develop comprehensive media plans for Red House clients
- Personally execute media buying duties for Red House clients
- Interact with the VP/Director of Media, Senior Account Director, and Account Executives to strategize and problem solve communication challenges
- Effectively manage self-service digital platforms
- Possess solid understanding of the business and market dynamics of assigned clients
- Work closely with account executives to schedule and monitor all projects
- Provide accurate cost estimates
- Perform miscellaneous tasks, as directed by the President and VP/Director of Media
- Foster good working relationships with third-party media vendors
- Develop comprehensive media performance reports
- Assist in creating and making presentations to client

Skills Required:

Demonstrated complete understanding of:

- Advertising and marketing strategies
- Advanced analytics and media reporting
- Mass media tactics and landscape
- Sales and direct response strategies
- Self-service digital media platforms
- Media vendors in the Pittsburgh, Baltimore, Washington DC, Erie, Johnstown-Altoona-State College, Harrisburg, and Philadelphia markets
- Digital and social media best practices
- Radio and television production
- Speaking and presentation skills

**Demonstrated ability to:**

- Communicate thorough knowledge of assigned projects and clients
- Provide effective communications strategies that produce results
- Effectively plan media across platforms and budgets (\$20,000 - \$2,000,000)
- Effectively meet deadlines and receive feedback
- Effectively handle multiple assignments at one time
- Manage challenging situations both internally and with the client
- Buy media in a cost-effective and sustainable manner

On any given day you might:

- Manage self-service media buying platforms across multiple clients
- Produce an integrated media plan that includes digital and traditional tactics
- Contact media vendors for pricing and estimates
- Make adjustments on the fly to satisfy project requirements
- Purchase paid media from media vendors
- Develop a media performance report that details ad response rates
- Develop a comprehensive measurement strategy that ties client marketing goals with paid media tactics
- Work effectively across creative, account, brand planning and production departments
- Partner with other disciplines when possible to create the best possible work

The ideal person:

- Has proven skills in the media planning and buying arena
- Has experience managing self-service media buying platforms
- Is a fresh thinker who embraces challenges and new methods of thinking
- Can inspire and lead a team through multiple on-going projects and timelines
- Is self-motivated with a positive attitude and strong communications skills
- Does not shrink under pressure or deadlines
- Is looking for a place to work that is busy, fast-paced, and high energy