

Media Plus, a Seattle based media strategy, planning, and buying agency, is looking for an Associate Media Director to join our team. We are the largest independently owned Media agency in the Pacific Northwest and believe that media strategy needs to be just as creative as the message we're promoting. We're savvy marketers, go-getters, self-starters, shrewd negotiators, fun-loving, passionate media connoisseurs. We pride ourselves on delivering innovative, out-of-the box solutions that drive results for clients. And, we like to have a bit of fun while doing so.

If this sounds like a team that you'd like to be a part of, we'd like to hear from you!

Associate Media Director

The Associate Media Director is a leadership role as well as a managerial one. The Associate Director sets the working style for the group, leads the strategic direction, and is tasked with being a marketing partner for the clients. The AMD must assure that all of the clients' needs are being met and proactively explore ways to further service and grow the relationship. The person in this role provides strategic direction and serves as a source of expertise across all media for the agency and their clients. The Associate Director is responsible for demonstrating a strong working knowledge of the media space and available media research.

RESPONSIBILITIES:

- Contribute to the vision of the agency and offer support to Managing Partners and Media Director
- Lead and mentor a team of Media Supervisors, Managers and Coordinators
- Bring forth fresh thinking and new approaches to deliver against goals and objectives
- Anticipate and prepare for industry changes and how they impact agency and clients
- Provide and/or guide strategic input for all plans, internally and externally
- Oversee development, implementation and monitoring of media plans across all media types
- Anticipate client requests/needs and takes the lead on formulating a proactive response
- Initiate and analyze media research and data to develop relevant client strategic insights
- Establish added value benchmarks to ensure the team is achieving the most advantageous package
- Demonstrate ability to utilize resources to help guide a client's marketing goals in their respective markets (syndicated, proprietary, analyst data)
- Hold ultimate responsibility for ensuring that all budgets and campaign plans are aligned with client budget parameters
- Continually monitor, update and communicate income projections
- Understand and adopt new techniques and technologies that are relevant for clients' media strategies
- Maintain relationships with media community; continue to develop publisher and higher relationships for exchange of ideas
- Participate and present in New Business efforts and presentations when appropriate
- Continuously contribute to the vision of the agency, and offer support to Managing Partners and MD
- Encourage and push the agency to continue to grow and evolve to maintain a competitive advantage
- Constantly work to develop solutions to improve the working relationship and offer ways to help clients maneuver the media space
- Foster industry contacts/relationships and pitch Media+ services for potential partnerships
- Stay abreast of industry changes and formulate agency POVs on how to evolve planning and buying techniques to best address changes
- Provide guidance and mentorship to junior team through a "lead by example" approach

Qualifications:

- BA/BS degree
- 7+ Years relevant media industry/agency experience
- Proven history of leveraging consumer insights to uncover smart media strategies across traditional and/or digital channels
- Proven leadership ability – 2+ years managing a team of planners & supervisors
- Client service experience, and ability to maintain strong, trusted relationships with key client contacts to continue longstanding partnership
- Experienced and confident in presenting to clients and large groups of 20+
- Experience in digital marketing and current knowledge of trends and innovations in traditional media
- Possess outstanding written and verbal communications skills
- Strong negotiations skills, with experience working with media vendors and negotiating media buys
- Be detail-oriented, very organized, able to multitask, and work well under pressure
- Articulate, intelligent, and credible individual, who is a self-starter and keen to make a difference in a growing business with existing clients
- Ability to thrive in a fast-paced environment, work with a cross functional team, and adapt to changing business/client needs

Interested candidates can contact Lauren Ramaska at Lauren@mediaplussea.com and Katrina Stroh at katrina@mediaplussea.com