

## Media Supervisor

Media+, a Seattle based media strategy, planning, and buying agency is looking for a Media Supervisor to join our growing team. In business for over 35 years, we've been part of the media evolution and have evolved right along with it by embracing new media channels, technologies and consumer-insight driven strategies. Today, we're 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.

The Media Supervisor will report directly to the Media Director as an integral part of our senior media team providing leadership among multiple clients across the agency. The Media Supervisor will be the lead client contact and strategist on their assigned clients and will lead the planning process from the fact-finding stage, to writing objectives and strategies, plan development/negotiation and presentation of materials. We need you to prioritize and juggle multiple projects at a time, pay high attention to detail, and be proactive with taking on new tasks and challenges. This is a highly collaborative team environment where you will work cohesively with your team to ensure streamlined client communication, campaigns are being implemented correctly and on-time, manage the maintenance and optimization processes and ultimately, we are being good stewards of our client's business and needs. This is a working manager role, where you will be responsible for managing and mentoring mid-level and junior staff (media managers and media coordinators) on accuracy, proper planning practices, task management, vendor and client communication and overall professional development of their skills.

### **Responsibilities:**

- Serve as a strategic team lead across designated client list
- Responsible for target and geography analysis, budget allocation across channels, scheduling, support levels, developing and reviewing RFPs, program/site selection, and reporting
- Participate and lead creative brainstorm sessions during media plan development
- Investigate creative, innovative approaches to strategically reach the target consumer
- Lead the RFP process, final buy recommendation, development of media buys and buy summaries
- Skillfully buy media, leveraging negotiation tactics to obtain lowest industry rates across the agency
- Monitor, analyze, and report on campaign results and make regular recommendation on how to optimize campaign performance
- Manage budget tracking documents in collaboration Media Manager/Coordinator
- Develop agency points of view on media opportunities
- Possess a proven ability to prioritize and communicate to the senior staff the most urgent needs
- Responsible for training and development of Media Managers and Media Coordinators
- Develop plan metrics, providing analysis and related reports pertaining to KPIs
- Manage all facets of campaign execution by overseeing account management and media teams
- Manage, review, and analyze all client facing deliverables
- Stay up-to-date with emerging trends and identify areas of development within emerging markets
- Promote positive working relationships within the department, the company, and the vendor community

**Qualifications:**

- BA/BS degree
- 5+ Years relevant industry/agency experience
- Proven history of leveraging consumer insights to uncover smart media strategies across traditional and/or digital channels
- Experienced and confident in presenting to clients and large groups of 20+
- Possess outstanding written and verbal communications skills
- Strong negotiations skills, with experience working with media vendors and negotiating media buys
- Experience across ad serving platforms (preferably DCM), Facebook Ads Manager and MRI/Simmons syndicated research tools
- Proficient with Microsoft Office (Word, Excel, PowerPoint, Outlook)
- 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](mailto:Lauren@mediaplussea.com) and Katrina Stroh at [katrina@mediaplussea.com](mailto:katrina@mediaplussea.com)