

Media Supervisor (part-time)

The **Media Supervisor** is a highly motivated, energetic individual who delivers active management and delivery of in-market campaigns. They work closely with client and internal teams to ensure campaign performance while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by developing insights, implications and frameworks that compel teams to deliver the right message to the right person at the right time.

They are an integral member of the integrated marketing team, taking a holistic view of all in-market activities. Responsible for executing the integrated media plan with a focus on traditional media buying to ensure effective and efficient spend of client media dollars. They function as the media liaison between the client and agency team, including any external partners.

As an experienced media specialist, they are a stellar team player with a proven ability to deliver strong support across any and all combinations of media. With a strong desire to grasp cultural and ever-evolving media trends, they are tasked to bring that enthusiasm to every task in support of achieving client success. A strong work ethic, innate sense of curiosity and professional maturity is evident in every deliverable and interaction. Reports to the VP of Media + Performance. Responsibilities include:

Traditional Media Buying for MD Tourism account

- Proactive participation in planning and campaign development in collaboration with cross-functional team
- Manages all buying responsibilities across traditional channels
- Take a holistic view of all in-market media activities to fully understand the user journey
- Be fluent with all media activations, traditional and digital, in support of campaign objectives
- Function as media lead managing internal and external team members assisting on this account
- Function as client point-of-contact for all media-specific items, liaising with external partners as needed
- Drive efficiency through strong rate negotiations and value-added programs
- Establish and maintain close relationships with media partners at all levels of the organization
- Stay abreast of media trends, opportunities and target media consumption
- Stay abreast of travel industry trends and consumer planning habits to deliver relevant insights to guide planning efforts
- Develop and manage all DMO co-op programs and media partner negotiations

- Develop strong rationale for tactical recommendations based on industry benchmarks and historical performance
- Generate insertion orders for all traditional media activities with an eye for detail and accuracy
- Hold media partners accountable for delivery and performance
- Continually monitor campaign performance and delivery in support of cyclical performance reporting while maintaining up-to-date and accurate log of changes
- Conduct post-buy analysis and negotiate any variances as applicable
- Support with campaign reporting presentations and analysis for all traditional media activity
- Push for out-of-the-box ideas with internal team and media partners to set Marriner clients apart
- Keep a performance mindset providing team with observations, trends and insights on activity in market

Integrated Media Support

- Support Media Operations with close list development via uploading of placement details and assets needed
- Own the on-time and consistent execution of responses, tasks, and deliverables for media activities as it relates to schedules, workflows and other commitments
- Provide highest-quality administrative support for all communications, documentation, presentations, etc.
- Support with Accounting team with media billing questions and reconciliation as needed

Required Knowledge/Skills/Experience

- College graduate (marketing or communications specialty preferred)
- 5+ years of integrated media experience
- True passion for marketing and integrated media solutions
- Strong verbal, written and presentation skills
- Performance mindset with inherent drive to improve results
- Organized and diligent, specifically managing deadlines for multiple projects
- True team player, committed to every undertaking and willing to put maximum effort behind the greater work for the client, team and agency at large
- Self-directed learning and professional development in evolving media landscape, especially within travel space

Preferred Platform Proficiencies:

- Strata
- Simmons/Scarborough
- Adara Impact
- Microsoft Office

Key Performance Indicators (KPIs)

- Effective and efficient media buying on behalf of MD Tourism account
- Accuracy and attention to detail in all media buying activities
- Knowledge of new opportunities and trends in media consumption

- Successful execution of traditional media buying and campaign delivery
- Successful management of MD Tourism media initiatives
- Proactive participation in campaign planning and channel recommendations
- Successful management of outside media partners
- Understanding of evolving media and travel industry landscapes
- Growth in digital media knowledge and role in the integrated media plan

2022 Goals – 1H 2022

- Take a holistic view of integrated media plan to understand how we intersect consumer throughout their journey
- Develop familiarity and understanding of digital components of the Spring/Summer and role they play in the integrated media plan
- Support and advocate for Marriner POV in planning process when dealing with outside media partners
- Own traditional close list development for Spring/Summer campaign and support Media Operations as needed
- Support internal media team with account knowledge and expertise as we internalize programmatic activities for Spring/Summer campaign

