

Job offer – Strategic Media Planner

Working as part of an integrated media agency, the Strategic Media Planner develops and presents strategic media recommendations for a range of clients. Working closely with the Key Media Account Managers in the agency, your role is multi-tasking over a number of projects, ensuring quality is never compromised.

Strategic Media Planners are the foundation of any media creative project, and provide the team with information gleaned from studying markets for relevant data. This, person will work closely with other strategic planners within the overall creative and digital agency in order to ensure the highest innovative proposals and the integration of all services we can provide. The ability to think beyond a project is also important, as strategic media planners must establish where any plan will take a client. Closely following a brief, accuracy ensures a strategic media planner knows both the client and the target market, inside out.

Responsibilities

- Researching and gathering data to develop well-informed strategic plans for all major media clients;
- Examining clients' businesses to get to know their brands and understand their objectives together with the Key Media Account Manager;
- Producing cohesive and intelligent plans to bring success to campaigns;
- Generating original ideas with other members of the team;
- Presenting findings to management and clients;
- Identifying potential problems and devising ways to rectify them;
- Generate client cases and project cases that could be award worthy;

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- Liaising with all members of the Serviceplan Group in Benelux to receive feedback and create improvements to strategies.

Skills required

- A proven track record in developing strategic media plans that benefit the client;
- A good knowledge of the media and how strategy planning influences it;
- Excellent written and verbal communication skills;
- The ability to make complex subjects understandable;
- The drive to be successful and perform well in all aspects of your strategic work;
- Team player with the perfect drive to push strong collaborations;
- The flexibility to work over a number of projects and balance your workload.

Contact

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Mediaplus Group

The Mediaplus Group is the largest independent and partner-managed media agency in Germany and in Europe, with offices in Munich, Hamburg, Cologne and Frankfurt as well as branches in Vienna, Zurich, Brussels, Amsterdam, Paris, Madrid, Moscow, Dubai and Milan. Mediaplus combines traditional media planning with expertise in digital media, geo-media, CRM, research and neuromarketing.

Ever since it was founded in 1983, Mediaplus has been consistently synonymous with innovative and creative media management, strategic media concepts, efficient media purchasing and a results-oriented approach involving professional market and media research, both nationally and internationally. The agency now has around 1,500 employees working on behalf of clients such as BMW, Carglass, Continental Foods, MINI, Saturn. Locally

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in Belgium for Torfs, Essent.be, Correndon, Vakantievelingen.be, Action, Nissan and Weight Watchers. Our upholding guiding principle is to be an AGILE MEDIA PARTNER for all our clients.