

## 1. MEDIA PLANNER

Μέσο: .....BUSINESS TODAY

Ημ. Έκδοσης: ...11/05/2021 Ημ. Αποδελτίωσης: ...11/05/2021

Σελίδα: .....5

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# MEDIA PLANNER

We are looking for a skilled communicator and a strong decision maker **Media Planner** to shape and execute effective advertising campaigns for our clients. If you are a knowledgeable, collaborative, and motivated spirit, then this may be the place for you!



### RESPONSIBILITIES

- Identifying and understanding target audiences
- Determining the most effective media mix to display ads
- Coordinating, monitoring, and evaluating media campaigns and strategies
- Allocate budgets and monitor costs
- Follow media trends of online and offline outlets (TV shows, magazines, blogs, radio programs)



### QUALIFICATIONS

- Proven experience of a Media Planner of min 2 years; experience in digital will be considered a plus
- Working knowledge of analytics tools & platforms (MS Office, Organotiki, Ariana, Niobe)
- Excellent analytical and time management skills
- Strong decision-making skills
- Good presentation skills
- Proficient knowledge of English language (written and verbal)

If you are interested kindly send your CV, along with an inspiring cover letter, at [careersgr@publicisgroupe.com](mailto:careersgr@publicisgroupe.com) with the ref MP21.

