

1. MEDIA PLANNER

Μέσο:BUSINESS TODAY

Ημ. Έκδοσης: ...16/04/2021 Ημ. Αποδελτίωσης: ...16/04/2021

Σελίδα:7

Innews AE - Αποδελτίωση Τύπου - <http://www.innews.gr>



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 with the ref MP21.

