

## 1. MEDIA PLANNER ΔΙΑΦΗΜΙΣΗ

Μέσο: . . . . . DAILY FAX

Ημ. Έκδοσης: . . . 21/02/2020 Ημ. Αποδελτίωσης: . . . 22/02/2020

Σελίδα: . . . . . 6

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



Initiative is looking for a

# MEDIA PLANNER

to join a multinational Client Team.

### THE ROLE

- Creates analytical plans
- Monitor ongoing campaign performance and manage optimization efforts
- Collects material specifications
- Analyzes competition and creates reports per client
- Analyze and provide research data and media / marketing information to support plan creation
- Updates "Niobe" with new products / codes
- Controls invoices
- Issues IO (insertion orders) for approved plans

### DESIRED SKILLS AND EXPERIENCE

- Relevant experience of at least 2 years
- Experience in various softwares and tools of Media Market
- Ability to work in teams
- Academic Degree in Business, Marketing or Economics
- Ability in English (verbal and written communication)

**If interested please send a detailed CV in English at [initiative.gr@initiative.com](mailto:initiative.gr@initiative.com)**