

MEDIA MANAGER

The Media Manager plays a crucial role in proactive campaign management. The development of on-line marketing strategy that includes media plans and copy theme, in accordance with the objectives and strategies of assigned accounts. Oversees the implementation of the online media buys, and provides stewardship and analysis. Serves as a primary communications liaison between the client and the creative department, and ensures that all projects are completed and executed to the client's expectations. Strives to provide the highest quality of work in the quickest, most cost-effective manner. Recommends media mix and frequency as appropriate to budget and objectives. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required.

- Responsible for research and development of media plans, identifying target audience and ideal media outlets.
 - Recommend strategic media strategy using TravelCLICK product line and market data.
 - Proactive campaign management for top clients.
 - Maintaining consistent contact with client, with focus on building a strong relationship and trust
 - Conduct conference calls with client regarding campaign performance and recommended modifications for improved campaign performance.
 - Establishing deadlines for various components in order to achieve the completed projects by designated due date
 - Responsible for delivery of ads, and therefore earned revenue for assigned accounts.
 - Writing and presenting media plans and final campaign analyses to the clients, along with future media recommendations.
 - Remaining up-to-date on Client/Competition/Agency/Industry business through trade publications, newspapers and web sites, and assessing the potential impact of industry events/trends on the client's business
-
- A minimum of two years of relevant online media experience
 - Thorough understanding of marketing and media planning
 - Excellent mathematical ability: can understand and evaluate budget/results data effectively
 - Ability to represent TravelCLICK at client meetings and on conference calls
 - Demonstrated ability to contribute to media strategies
 - Excellent oral and written communication skills
 - Strong interpersonal skills that encourage team cooperation, promote enthusiasm, and motivate strategic thinking
 - Ability to manage, train, and delegate effectively
 - Excellent listening and organizational skills
 - Ability to work on multiple accounts effectively
 - Computer proficiency in Excel, MS Word, and Power Point
 - Proficiency with media research tools