

SCALE MARKETING MEDIA BUYING ASSISTANT

SUMMARY:

The Buying Assistant position supports the media planning and buying team by assisting with negotiating, monitoring and stewardship on behalf of our clients. This position will involve learning the basic principles and strategy of media planning and buying and will require constant and effective communication with the media department. This is a great position for someone looking to use data to drive effective results and grow within the company.

KEY RESPONSIBILITIES:

- Monitor media dollars and impressions and alert the team of any discrepancies/issues
- Upload avails into media software for buyers, complete with qualitative data
- Work with buying team to develop strategic negotiation and vendor relations skills
- Work with media operations specialist to ensure delivery is recovered by working with stations to organize and track underdelivery schedules
- QA monthly traditional media invoicing and perform monthly cable audits
- Participate in internal buying and planning meetings
- Monitor ongoing changes in Nielsen impressions and measurement
- Request pre and post logs from cable and broadcast stations
- Update spot log tracker on a weekly basis and communicate weekly clearance to buyers

QUALIFICATIONS:

- Self-motivated with an appetite for learning and problem solving
- Detail- and results-oriented
- Fluent in Microsoft Excel
- Strong research and analytical skills
- Effective organization and time management skills
- Outgoing and personable
- Desire to increase media knowledge across multiple channels
- Preferred:
 - 1+ years of experience in a media planning/buying role
 - Experience working in MediaOcean, PrimeLingo, and SQAD

WHAT WE VALUE IN OUR PEOPLE

- Honesty
- Integrity
- Treat Each Other with Respect
- Diversity and Inclusion
- We Treat Our Clients Businesses Like They Are Our Own

BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, with generous employer contribution
- Ongoing education & training
- Open office and casual work atmosphere (*Currently we have a hybrid work model)
- Company sponsored events & team building experiences



About Scale Marketing:

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client’s customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale’s job is never done – we are constantly testing, analyzing, updating and optimizing based on how business flows.

Nimble and transparent, we make our clients’ dollars go farther and be more effective than they ever have. That approach has been paying off, because we’ve been growing. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.

Proud to be awarded designation by *Crain’s Chicago Business* as one of the 2021 Best Places to Work in Chicago.

