

## SENIOR SCALE MARKETING MEDIA BUYER/NEGOTIATOR

1. Do you have Agency or Client-side experience in Media Buying?
  2. Are you passionate about digging into projects to identify pain points and to developing solutions to brand marketing challenges?
  3. Is organization, attention to detail and follow-through second nature to your work style?
- If yes to all, then Scale Marketing would like to meet you!

The Scale Marketing Media Buyer serves as the lead point of contact to build, negotiate and execute Television, Radio and Out of Home media buys. You will oversee placement for existing clients and new business and make special recommendations to be presented to agency Partners, Account Strategists and clients.

### **The Media Buyer/Negotiator will:**

- Work with planning and strategy team to collaborate on all media decisions for agency clients
- Negotiates and place commercials with television, radio and out of home media for accounts across all markets
  - Use customer data and client KPIs to identify target audience and to understand their characteristics, behavior and media habits
- Present proposals including cost schedules, media weight goals and flighting to the internal and external team
- Maintain detailed records across research, negotiation, implementation and added value associated with all media schedules
- Work with Scale Marketing Account Managers to ensure proper execution of all Media plans while adhering to established budgets and timelines
  - Tracks media expenditures in Scale Marketing Media system(s) to ensure budget compliance on a client by client basis
  - Collaborates with finance and account managers to resolve billing issues if any at month end
- Clearly and accurately communicates orders and changes to media vendors
- Works alongside Media Operations Specialist to monitor buys in progress, and ensures that monthly under delivery make-goods are in place
- Works with Media Planner to research and maintain record of trends, innovations and changes that affect media buying
- Provides new and profitable ideas to grow clients' business through creative media tactics
- Gathers, organizes, and presents competitive research and spending data, as requested
- Provides market analysis and other reports, as requested

### **QUALIFICATIONS**

- 8+ years of experience putting together local cross-media strategies supported by rationale and research either within a marketing organization or at a full-service Agency.
- Performance-oriented thought process and experience optimizing media campaigns to drive specific lead generation KPIs preferred
- Experience planning, negotiating and buying multiple media channels/multiple markets with emphasis on audio, video and out of home
- Data driven negotiation skills
- Experience managing substantial budgets and financials
- Client facing experience
- Professional written/verbal communication/critical thinking skills

- Solid understanding of metrics, industry trends/benchmarks
- Strong knowledge of Microsoft Excel and PowerPoint
- Experience using Nielsen, SQAD, Scarborough and other media/ratings research tools
- Proficient in Strata, Mediaocean or other relevant media buying software
- A drive, passion and innate curiosity of the advertising business
- Superior organizational skills and the ability to multi-task several projects simultaneously
- Team player but also independent know-how
- Desire to increase media knowledge across multiple channels

#### 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 due to Covid)
- 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.

