

JOB DESCRIPTION

HYBRID CHANNEL PLANNER MEDIAPLUS

Working as part of our integrated media agency, the Hybrid Channel Planner develops and presents strategic media recommendations for a range of clients. You will negotiate, purchase and monitor advertising space for several media and airtime on behalf of clients.

Working closely with the Account team in the agency, your role is multi-tasking over a number of projects, ensuring quality is never compromised. By combining creative thinking with factual analysis you'll develop appropriate strategies to ensure that campaigns reach their target audiences as effectively as possible.

Responsibilities

As a Hybrid Channel Planner, you'll:

- work with the client and the account team to understand the client's business objectives and advertising strategy
- identify target audiences and analyse their characteristics, behaviour and media habits
- recommend the most appropriate types of media to use, as well as the most effective time spans and locations
- work with the media colleagues and other departments in-house
- manage client relationships
- negotiating the best price, quality and placement of advertisements
- keeping up to date with fluctuations in popularity ratings and developments in the industry
- maintaining good relationships with media sales staff
- managing media bookings

Skills

You'll need:

- commercial flair
- good interpersonal, negotiation and communication skills, for liaising with colleagues, clients and publishers
- strong analytical and organisational skills
- the ability to work with IT resources such as media planning tools
- your capacity to be flexible and to can work within short deadlines
- enthusiasm, curiosity and teamspirit

Experience

Ideally with experience in a customer service, sales house or media agency. Interest in media and new trends is required.

THE INNOVATION AGENCY FOR BRAND INDIVIDUAL MEDIA

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MEDIAPLUS, The Innovation Agency for Brand Individual Media

The Mediaplus Group is the largest independent and partner-managed media agency in Germany and in Europe, with offices in Munich, Hamburg, Cologne and Frankfurt as well as branches in Vienna, Zurich, Brussels, Amsterdam, Paris, Madrid, Moscow, Dubai and Milan. Mediaplus combines traditional media planning with expertise in digital media, geo-media, CRM, research and neuromarketing.

Ever since it was founded in 1983, Mediaplus has been consistently synonymous with innovative and creative media management, strategic media concepts, efficient media purchasing and a results-oriented approach involving professional market and media research, both nationally and internationally. The agency now has around 1,500 employees working on behalf of clients such as BMW, Carglass, Continental Foods, MINI, Saturn. Locally in Belgium for Torfs, Essent, Corendon, Puresentiel, Action, WW (Weight Watchers), ...

Please contact:

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