#  Avalanche MG Logo.JPG

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| Position: | Integrated Assistant Media Planner/Buyer |
| Location: | Austin, Texas (In office Tues-Thurs; Remote Mon and Fri) |
| Reports To: | Planner, Sr. Planner, Supervisor, AMD, GMD, Media Director |
| Personnel Responsibility: | Interns |
| Job Description: | We are looking for a Media Planning/Buying Assistant who will help develop integrated paid media plans and execute media buys. This is an entry level position for a recent college graduate, preferably with an advertising, marketing, or communications degree. **We are not looking for creative graphic designers, content writers or audio/video producers.** The ideal candidate should have a true interest in advertising and paid media with an enthusiasm to train for promotion and be a part of the team long term.Avalanche Media Group delivers data-driven, innovative media solutions for clients across all video, audio and visual media platforms. We work directly with major brands within a wide variety of industries and partner with other advertising agencies to help our clients grow their business. For more information, please check us out online at www.ashermedia.com. |
| Primary Responsibilities: | * Help prepare media plans.
* Pull research reports for media plans.
* Help evaluate basic media opportunities relative to plan objectives.
* Prepare and maintain media authorization forms (ATBs) and flowcharts.
* Monitor implementation of all media schedules (broadcast, streaming, print, out-of-home, paid social, online/mobile, etc.).
* Issue traffic instructions and send creative assets to media vendors.
* Prepare and maintain records, digital reports and analytics, and other periodic reports as required.
* Assist buyers as needed with buy implementation including entering data in our buying software, ordering and confirming buys.
* Maintain buys in our buying software including makegoods and monthly discrepancies.
* Maintain buy folders according to procedure and archive buying folders/binders annually.
* Assist with market research and media vendor opportunities.
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| Additional Requirements: | * Bachelor's degree, preferably in Advertising, Marketing or Communications
* Be accurate, organized, meet deadlines, communicate clearly, problem-solve.
* Have a high proficiency with math, numbers, and Excel.
* Responsible for timely completion of all assignments.
* Treat vendors with respect and represent Agency in a professional manner.
* Ability to multi-task, managing work on multiple accounts.
* Be familiar with basic media terms, research tools and concepts.
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Apply at jobs@avalanchemg.com

15 Days of PTO; 15 Holidays; 10 Paid Volunteer Hours

Paid Health/Life Benefits

Maternity/Paternity PTO with tenure

Free parking

Snow days