# Asher logo - copier

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| Position: | Paid Media Strategist |
| Location: | Dallas, Texas (In office Tues-Thurs; Remote Mon and Fri) |
| Reports To: | AMD, GMD, Media Director |
| Personnel Responsibility: | Media Assistants; Interns |
| Job Description: | * 2-5 years of strategic media experience in digital and traditional media is required to maintain oversight for all assigned accounts, focusing primarily on the development, implementation, and stewardship of client media plans * Ensure best practices for quality across the department and accounts * Participate in agency management, staff development and command a broad marketing knowledge with concentrated focus from the media perspective * Manage a group of accounts and team of professionals growing them into a superior group of planners * Analyze, select, recommend and implement small and large strategic media campaigns * Responsible for controlling and achieving due dates on all planning and buying projects * Possess on-going knowledge of media innovations, changes and practices * Participate in new business efforts * Provide strong leadership direction and delegate accordingly * Oversee/prepare and present cohesive and intelligent media plans for multiple accounts * Oversee/prepare budget summary/flowchart maintenance for designated accounts * Oversee/prepare maintenance of records/periodic reports as required * Develop and Maintain Client/Agency and industry relationships * Anticipate Client needs; be proactive rather than reactive; identify potential problems and devise solutions * Provide a high energy level, bringing new ideas to the planning function |
| Primary Responsibilities: | * Build effective, well-documented media plans * Serve as a primary liaison between the agency and clients * Provide media insight beyond the data; ability to think strategically and explain rationale based on years of previous experience * Develop a deep understanding of the client’s business * Oversee maintenance of budget control for client-approved plans during and after execution * Together with the team, successfully meet the client’s KPI’s and targets. * Manage the successful execution of paid media campaigns across traditional and digital channels * Collaboratively work with media channel experts and data analysts * Overseeing ongoing performance and optimization of live campaigns, managing quality control and media budgets, and overseeing regular reporting to track results against our clients’ goals * Strong presentation skills * Proactively work to solve problems and come up with strategic solutions * Know and keep up to date on all available market and consumer information necessary to the preparation of the most effective and efficient media planning * Alert to new media or new methods of using existing media as well as new methods of measurement, tracking and reporting * Keep management informed of account opportunities, issues and plan changes * Train and develop direct reports * Motivate team and encourage innovation and creativity throughout all projects by serving as a role model within the group * Responsible for supporting leadership within agency |
| Additional Requirements: | * Digital AND Traditional experience required * An advanced knowledge of accounting principles required * Immaculate attention to detail required * Passionate about finding unique but strategic solutions for clients * Skilled in working with small and large budgets * Excellent writing and presentation skills; able to “sell” recommendations/POVs * Ability to multi-task, managing multiple accounts * Be proficient with use of research tools:   + MRI, IMS, Scarborough, Vivixx, SRDS, SQAD, Reach/Frequency Modeling, Market Analysis such as CDI/BDI, Nielsen, ComScore, Nielsen Audio and knowledge of Strata resource and usage * Organized, meets deadlines, communicates clearly |

Apply at [jobs@ashermedia.com](mailto:jobs@ashermedia.com)

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

Paid Health/Life Benefits

Maternity/Paternity PTO with tenure

Free gym membership in Dallas office

Free parking