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## Job Bank Form

### **Pappas Group**

#### **Media Planner/Buyer**

#### **Position Location**

McLean, VA

#### **Position Type**

Full-time

#### **Position Reports to**

Account Managers

#### **Position Description**

Pappas Group, a growing, full-service interactive creative agency located near Washington, DC, is seeking a Media Planner/Buyer for an immediate opening. This position will be responsible for media plan creation and purchases, with specific duties to include: working with account managers to create successful plans; securing space online/digitally, and in newspapers/magazines; tracking all outcomes using online analytics as well as offline tracking tools; and making recommendations for future plans/buys. Using statistical models and industry knowledge, the successful candidate will achieve maximum media effectiveness for Pappas Group clients. The position will also coordinate with media sales representatives and determine where/when to place media based on client objectives, budgets, forecasts, and analysis.

#### **Specific responsibilities include:**

- Assist with creation and implementation of media strategies in concert with account managers and clients, as appropriate. Ultimately, lead the creation of media plans under direction of Pappas Group Account Managers.
  
- Conduct allocation of buys, focusing on both interactive and print mediums.
  
- Check order contracts for accuracy, and track accordingly for billing and follow up.
  
- Create and oversee media analytics reports -- by client, online/offline media outlets and industry segment.
  
- Use reports and online analytics to prepare tracking and post-buy analyses to share within the agency, as well as with clients.



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- Handle all media traffic and billing issues and considerations through to completion.

### **Qualifications**

Bachelors degree and 3-5 years of agency experience, specifically in interactive and print media planning/purchasing; significant expertise in online/digital buying and tracking preferred; strong organizational skills; ability to multi-task in a fast-paced organization; strong attention to detail; excellent written communications and presentation skills.

### **How to Apply**

Qualified applicants are invited to submit cover letters and resumes to [resume@pappasgroup.com](mailto:resume@pappasgroup.com).