

JOB DISCRIPTION

MEDIA PLANNER

ITW Universe specializes in crafting and executing multifaceted brand management solution across sports, entertainment, and media for its clients globally which helps them to build stronger brand visibility, awareness, and recall amongst a wider target audience. With a global presence and in-depth understanding of the international Sports and Media market, ITW has expertise in sponsorship management, sponsorship activation, and event management. Having worked with a diverse range of brands, ITW has earned an esteemed reputation in the field of sports management and marketing.

ITW.iO is a Digital Media Marketing division of ITW, specialization Digital Marketing, Media Buying, Influencer Campaign, Planning and execution of 360-degree digital media.

Roles and Responsibilities:

Primary responsibilities is working closely with clients to understand their needs, wants, and objectives, and then determining which media channels fit best for specific campaigns.

- Analysing clients goal and designing innovative strategies and, media plan to make sure client marketing campaigns reach their target audience in the most effective way possible.
- Expert understanding of digital advertising space, including the ability to identify, optimize and assist team to pick best advertising for clients.
- Monitor market trends and identify new digital opportunities.
- Negotiate and purchase digital advertising space.
- Interacting with internal and external partners to evaluate, implement, and maintain a media plan
- Developing various options for media plans based on the client's objectives
- Strong organizational skills with a keen ability to prioritize and multi-task
- Research, develop and implement multimedia communication plans
- Use understanding of campaign and marketplace to contribute ideas for campaign experiments and also prioritize experiments contributed by other team members
- Proven problem solving skills and ability to think outside of the box for media selection
- Discover the best media outlet mix for our advertising campaigns.
- Allocate budgets and monitor the costs of media campaigns.
- Work closely with execution, and sales departments for the launch of media campaigns.
- Discover a media mix that will empower us to convey the our client's campaign message efficiently.

- Work smoothly with media planners and buyers of the organization.

Experience and Qualification:

- Post Graduate Degree in Business, Marketing, or a Related Field;
- Excellent communication skills
- Previous Sales or Media Experience
- Outgoing Personality Interpersonal Skills, Persuasiveness, Likeability, Confidence, Customer Service, Maintaining Relationships, Listening, Resilience, Creativity, Adaptability, Organisation, Detail-Orientated, Multi-Tasking.

Location : Bangalore

If you consider yourself a good fit for this position and are ready to join ITW in its journey, please email a copy of your resume with the Role title applied for in the subject line to hr@itwconsulting.in and a member from our recruitment team will get in touch with you.

Statement - This job description is issued as a guideline to assist you in your duties. It is not exhaustive, and we would be pleased to discuss any constructive comments you may have. Because of the evolving nature and changing demands of our business, this job description may be subject to change. You may, on occasions, be required to undertake additional or other duties within the context of this job description, and according to the needs of the company