

Job posting for Associate Media Buyer

Overall Objective

Our associate media buyer will help manage the administration of media plans, including budgets, billing, and plan optimization and reporting with regard to those plans. Additionally, they will conduct target audience research, assist in developing media strategies and tactics, and launch campaigns (including trafficking, tagging and QA). They will also have opportunities to plan and buy media across tactics, including traditional (out-of-home, print, radio, TV) and digital (display, video, paid social, paid search) vehicles.

Key Responsibilities

- Assist, coordinate and support the media buying team to ensure media plans and schedules are implemented and running appropriately.
- Ensure all media deadlines are updated and provide updates to the account and creative teams.
- Accurately enter media buys, revisions and cancelations in media software (FreeWheel).
- Ensure orders are processed and confirmed in a timely manner.
- Work in conjunction with team (including accounting) on billing and invoicing to maintain a consistent process and assist in auditing all invoice, billing and schedule delivery.
- Audit and resolve billing discrepancies.
- Traffic media campaigns through the ad server (Google Ads Manager) and ensure proper QA after launch.
- Lead daily pacing, vendor monitoring and optimization of campaign performance within platforms (Google Ads, Google Analytics, Facebook/Instagram, etc.).
- Monitor weekly clearance of media schedules across radio, OOH, TV, etc.

Qualifications/Skills Required for This Position

- Bachelor's degree and minimum of one to two years of experience as a media planner and/or buyer in an advertising agency setting, or related role.
- Experience working with a broad range of media research tools and media buying software.
- Experience with paid search and social platforms, including Google Ads, Facebook, Pinterest, Instagram, Twitter, YouTube, LinkedIn and others.
- Experience with analytics tools including Google Analytics and FreeWheel.
- Proficiency with MS Office including Word, Excel and PowerPoint.
- Team player with strong communication and organization skills who is comfortable working in a collaborative and entrepreneurial environment.
- Strong analytical skills (both quantitative and qualitative) with a detail-oriented approach to work.

To Apply

Submit a cover letter and resume via the “Apply Now” button at mpf.com/join-the-team.

About MP&F

MP&F is an internationally recognized, full-service integrated communications firm based in Nashville, Tenn. Our clients work in a variety of industries – including health care, hospitality and higher education. We were established in 1987 as a one-person consultancy and today are a team of 70-plus strategists and specialists from myriad professional backgrounds and walks of life. When you join MP&F, you are joining a culture of excellence, hard work and success.

MP&F is an Equal Opportunity Employer. We do not discriminate on the basis of race, color, sex, religion, age, sexual orientation, national origin, disability or veteran status.