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**ASSISTANT MEDIA PLANNER/BUYER**
Job Description

**GLM Strategies** is a media focused boutique agency located in the DC area.

**SUMMARY:** Plans and develops advertising media programs; and negotiates and purchases all media types.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Plans and develops advertising/media programs across multiple verticals
* Evaluates editorial content, ratings, and audience composition of a wide range of media vehicles to determine which would most effectively reach target audience(s).
* Confers with media vendors to evaluate best placement and ensure optimum use of the client’s budget
* Gathers statistics and prepares media plans, flowcharts and directives to guide buying process.
* Studies demographic data and consumer profiles to identify desired target audiences and media vehicles.
* Helps to establish media goals, objectives, and strategies for advertising campaigns.
* Presents media plans to Senior Media Planners and/or clients for approval and adjusts as necessary.
* Will be responsible for updating and maintaining client reporting
* Assist in vendor invoicing across multiple clients
* Maintains all media buys through invoice management and is responsible for analyzing and assisting with the post-buy results.

**QUALIFICATIONS:**

* Bachelor’s degree required.
* 0 – 2 years of Media or Media Planning/Buying experience preferred
* Strong mathematical abilities required in this position.

Send cover letter and resume to: Chris Rothrock at rothrock@glmstrategies.com