



MEDIA PLANNER/BUYER

Position Overview:

CHAPTER & VERSE IS LOOKING FOR AN OWNER. WHO'S ALSO A MEDIA PLANNER/BUYER.

Are you the hipster equivalent of a digital media planner—you know what's cool before everyone else catches on? This position may be ideal for you. We're looking for a media planner/buyer for our Spokane or Seattle office who is uber-passionate about strategic thinking, digital media, and lives for creating work that works.

WHO DOES WELL IN THIS ROLE

- You have experience with all forms of digital media – programmatic, social, conversion-based, and SEM campaigns. But traditional media buying experience is also a plus.
- You continue to learn what's new and trending in digital and other media.
- We don't have a lot of hierarchy at C&V so we're looking for people who are comfortable taking ownership of their projects.
- You're a great listener. You can decipher the important information and act accordingly.
- Someone who loves organization and managing all the details, big and small. Like organization isn't just a verb for you. It's a core personality trait.
- Must enjoy collaborating with the team. And our clients.
- You have strong negotiation skills.
- You get excited about creative ideas—and using media to make them even better.
- You hate missing deadlines.
- You have an innate drive to solve challenges and do the right thing.

RESPONSIBILITIES

- Start-to-finish responsibility of media plans—from research and planning to trafficking to the post-campaign recap.
- Develop and present media plans that align with campaign goals and creative approaches.
- Create and monitor campaigns across various social channels including Facebook, Instagram, Pinterest, Twitter & Snapchat.
- Evaluate performance and provide consistent campaign optimization.
- Analyze results, prepare digital reports and present to clients.
- May also be responsible for traditional media planning/buying.

EXPERIENCE

- Previous experience planning/buying media in an agency setting or a client-side role.
- Education: BA in business, marketing, communications, social sciences or a related field.

ABOUT C&V

- Even though we're based in the NW we work with a broad range of local, regional and national brands.
- We've been AdAge Agency of The Year. Twice. (for the West Coast and for Culture).
- 4-day workweek.
- We're an all-employee owned agency.
- We're collaborative, supportive of one another and work hard for our clients.