

Position Description:

Media Buyer - Traditional and Digital

"I have a very particular set of skills. Skills I have acquired over a very long career. Skills that make me a dream for values-based agencies like yours."

- You (In your best Liam Neeson voice, of course)

Let's be upfront we're looking for a unique individual - someone with a particular set of skills who is willing to break with tradition by serving as a media buyer for both digital and traditional paid media. It may not be common, but we know this person exists and is just looking for a place that can put these skills to use for values-based causes.

At MediaDesk, the Media Buyer is responsible for developing and implementing media plans on all paid channels (digital and traditional). This role is also responsible for the administration, financial management, reporting, and optimization of active campaigns. In addition to being fluent in CPP, GRP, Impressions, and Rated vs. Unrated stations, our Media Buyer also knows how to make sense of Impressions, engagement, Tags and Pixels, CPC, and reach. Buyers also maintain good vendor relationships and are able to translate all of the above into understandable lingo for stakeholders.

Location:

In-person preferred (Albuquerque, NM), Remote considered.

Duties and Expectations:

- Develop detailed media plans based on consumer data, project budgets, and campaign objectives
- Set and monitor campaign KPIs
- Execute IOs with selected vendors
- Oversee trafficking instructions for the creative team and vendors
- Day-to-day management of paid ads on Social and Search platforms
- Reconcile plan with monthly spend, including make goods, preempts, and under-delivery
- Oversee Programmatic campaigns (vendor selection to tracking and closeout)
- Conduct reporting (impact and delivery) for internal and external stakeholders
- Coordinate with campaign and project management team to ensure benchmarks and financial parameters are met
- Continual process improvement by staying abreast of industry trends and best practices and providing advisement to campaign staff

Professional Experience Required:

- Traditional Media Buying (2-year minimum)
- Digital Media Buying (1-year minimum)
- Experience with Google Workspace, Asana, and Toggl (or similar time-tracking tools)
- Experience with paid digital platforms. Google (Grants and Ads), Meta, TikTok, YouTube, etc.

Important Skills:

- Highly organized. Demonstrated ability to prioritize complex work-flows
- Curiosity with interest in looking at processes and procedures from different perspectives
- Fast learner and independent thinker
- Stellar communication and problem-solving skills
- Collaborative and team-oriented
- Ability to support a range of colleagues and collaborators, including directors, designers, associates, videographers, photographers, writers, animators, talent, etc.
- Elevated soft skills to work well with different personality types
- Experience in the nonprofit, foundation, or government sectors is a plus

About Us:

MediaDesk is a values-based creative agency that works exclusively with nonprofit and public sector organizations. Our work ensures great causes stand out and stick around, and we help power positive change. Our company culture encourages all team members to ask questions and speak up when help is needed. We maintain an incredible team of designers, communication specialists, web developers, digital strategists, media planners, and other makers of all types who live and breathe our core values. While our work takes us all over, we remain headquartered in our hometown of Albuquerque, NM.

Don't let the fact that we work predominantly with nonprofits give you the wrong idea. We put people first and offer a competitive compensation package. In addition to market-based salaries, we also provide a robust Employee Care Program that includes flexible work options, health care, retirement, and a generous leave program.

Salary Range:

\$65K - \$75k commensurate with experience. Additional stipend provided to bilingual teammates.

How to Apply:

Interested applicants must submit a cover letter and resume to jobs@mediadesknm.com. Both documents should indicate the job you are applying to. You may also include links to portfolios or relevant work samples. Applications will not be considered if submitted by any other means.