



**Sr. Manager, Media Services  
Media Buyer**

**Position Summary:**

The Media Services Sr. Manager reports to the VP, Marketing Services and drives the ongoing development and execution of local media efforts on behalf of corporate clients and their affiliates (e.g. franchisees). Primary responsibilities include identifying local customer needs, analyzing market research/insights, determining appropriate media solutions, negotiating and stewarding media buys, managing related vendors, coordinating invoice/billing/payment details, trafficking creative and collaborating with other team members to meet the broader needs of clients. Media tactics supported include digital TV, radio, print, cinema, transit, billboards, and more. Additional responsibilities include departmental development.

**Key Outcomes:**

- Provide (phone/online) support for media inquiries (consulting, issue resolution, etc.)
- Support local media planning efforts (research opportunities, organize/present recommendations)
- Execute local media buys (negotiate, schedule, traffic creative, monitor, process, report, etc.)
- Coordinate multiple vendors/partners/collaborators (internal and external)
- Analyze media efforts (performance, budget, key learnings, etc.)
- Streamline local media buying approach (processes, tools, best practices, etc.)
- Complete special projects (as assigned)

**Skills/Knowledge/Competencies (Behaviors):**

- Works cooperatively, collaboratively, and respectfully in a team environment
- Coaching, leading and mentoring (internal staff, local customers, etc.)
- Phone friendly (comfortable with remote/virtual relationship building, engagement)
- Tech savvy (frequent use of online portals, related applications)
- Multi-tasking capability (multiple clients, customers, projects, etc.)
- Flexibility in a fast-paced, ever-changing environment
- Maintains confidentiality
- Self-starter; demonstrates energy and creativity;
- Strong communication skills, both oral and written; Excellent follow-through

**Education/Experience:**

- Bachelor's degree or equivalent work experience
- 5+ years of media planning/buying experience (direct brand or agency)
- Digital media experience (varied types) preferred
- Proficiency in all Microsoft Office programs

Please send resume and cover letter to: [jobs@tidesmart.com](mailto:jobs@tidesmart.com)

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