



JOB TITLE: Strategist
DIVISION/DEPT: Micro Local
LOCATION: Plymouth, MN
TITLE OF IMMEDIATE SUPERVISOR: Associate Media Director

Company Overview:

Our client is a hotbed of local media expertise combined with extensive investment and analytics acumen that is designed to create innovative media programs that drive increased profits for their clients. Historically, our client, has been known as a major player in the print space handling newspaper and circular planning and buying for top retail, direct response and B2B clients. They also leverage that deep local market knowledge and customized granular local planning approach to create innovative programs across all channels including digital, outdoor and broadcast media. With expert teams in 4 locations: Minneapolis, Chicago, Toronto and Montreal, no one in the local media space has their committed depth of talent, far-reaching connections, or proven track record.

General Job Description:

We are looking for a strategic thinker that loves to solve problems. Your role is to understand client goals and objectives and translate them into actionable and measurable media strategies and tactical plans. Analyze research and data, boil it down to relevant insights, plan the media and then clearly and succinctly communicate the plan to individuals internally and externally. Utilize your experience and expertise to oversee the execution of campaigns from beginning to end.

The other key aspects of the position include mentorship and development of Strategists and Assistant Strategists, project management, monitoring and troubleshooting issues within the programs, ideation, relationship building with vendor partners, understanding processes and workflow, organization/multi-tasking, client services and new business.

Responsibilities Include, But Are Not Limited To

The Strategist contributes to the day to day planning process, contributing to the development of strategic and innovative media multi-media plans while ensuring the delivery of effective media recommendations that achieve the client's goals. He/she is the day to day steward on assigned clients.

- Pre-planning Insights:
 - Interpret and apply insights from media research tools (e.g. target research, reach curves, rankers, competitive insights, etc.) to the planning process
 - Analyze competitive activity in the marketplace
- Strategy Plan Development
 - Contribute to the development of media plans, plan presentations and effective media recommendations that are uniquely tailored to client objectives

- Handle ad hoc request from clients (e.g. POVs on industry topics)
- Participate in brainstorming sessions
- Investigate creative, innovative approaches to strategically reach the target consumer
- Evaluate and plan across all media channels including digital, radio, television, outdoor and print, working with dedicated activation/buying departments within the agency to refine plan tactics and manage plan execution
- Assist in crafting the “story” for client presentations and participate in client meetings/recommendations
- Execution:
 - Collaborate with other internal departments to ensure a holistic strategy and seamless execution
 - Meet with sales representatives on a regular basis to pursue ideas that are strategically aligned with the clients’ business
- Stewardship:
 - Accurately maintain all team/client documents (flowcharts, budget sheets, status, etc.)
 - Keep team abreast of status throughout planning process, allow for appropriate lead-time for input and revisions
 - Have a complete grasp on budgets
- Additional management responsibilities:
 - Train Assistant team members on specific processes and tool, guiding them through the fundamentals of the planning process
 - Delegate responsibilities and check Assistant Strategists’ work
- Other:
 - Actively participate in new business efforts to grow the Micro Local practice within the agency
 - Participate in vertical teams to help clients stay abreast of trends across channels and identify new opportunities for innovation

Requirements

- Bachelor’s Degree;
- Minimum of 1+ years of experience in offline and digital media planning
- A solid understanding of all media types, including Broadcast, Print, Out of Home, and Digital
- Local media experience a plus
- Strong interpersonal communication
- Ability to collaborate and work as part of a team
- Strong presentation skills commensurate with tenure
- MS Office (Excel, Word, PowerPoint), ComScore, Kantar, IMS Market Mate, SQAD, Media Tools, CommsPoint, and other strategic tools within the local tools suite
- Knowledge of syndicated research, ad serving, media billing tools a plus