

# Haworth

With offices in Minneapolis and LA, Haworth offers a range of career opportunities within four distinct services: Media Strategy; Channel Strategy; Activation; and Agency Operations.

The Media Strategy team leads efforts within consumer marketing and communications planning—inclusive of consumer insights and research, multicultural, sports/cause/entertainment marketing solutions—all in collaboration with creative teams and other client partners to inspire the Channel Strategy and Activation teams.

Channel Strategy activities include multimedia communications planning across all potential channels in video, digital, print and out-of-home—as well as sponsorships, brand & product integrations, influencer marketing, events, and street/guerilla engagements.

Activation comprises of Media Investments, Ad Operations, Trafficking and Performance including buying across all media channels—from mass media to one-2-one data-driven engagements—alongside ad-traffickers who ensure the media runs flawlessly across all channels and the Performance team who measures, analyzes and optimizes media activity within the marketplace.

The Agency Operations team consists of skilled specialists across multiple functions—including Technology, Design Services and Finance—maximizing efficiency, aesthetics, integrity and best-practices to maintain our longstanding values and stellar industry reputation.

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## **BROADCAST MEDIA BUYER**

Haworth seeks a Broadcast Buyer to negotiate television and radio plans for all clients by assigned markets; and evaluate schedules that have aired for placement and performance.

### **RESPONSIBILITIES**

- Estimate, negotiate, schedule and steward television and radio time for assigned markets
- Become a market specialist on assigned markets
- Request and review station promotional/added value opportunities as per client needs
- Gather competitive information as needed
- Check invoices for fair and equitable rotations and solve discrepancies
- Build strong relationships with stations and reps to best represent our clients' interests and the reputation of Haworth
- Review campaign post buy analysis, provide rationale as necessary
- Inform strategy/planners of network changes and market conditions that might affect budgeting or client schedules
- Stay on top on industry trends
- Meet due dates set by supervisors for paperwork and completion of special projects
- Work on special projects as assigned by management
- Assist with broadcast assistant training

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## REQUIREMENTS

- Education: College degree preferred (marketing, advertising, journalism)
- Experience: 1-2 years agency broadcast buying experience
- Requirements for Success: Strong negotiation skills, accuracy, well organized and ability to multi-task

Competitive compensation and casual, team-oriented working environment. Qualified applicants please forward your resume and salary requirements to: [hr@haworthmedia.com](mailto:hr@haworthmedia.com)