

Haworth

Haworth is a high-touch, creative-driven media agency filled with people from all walks of life. We're a 50 year-old startup - meaning as the media world becomes more complex, we reinvent how to connect with the consumer. What doesn't change is our mission to attract and welcome like-minded talent with diverse perspectives to a culture where you can grow, learn and deliver your best work. We're a mid-size independent with the hospitality of a boutique agency, backed by the clout and intelligence of WPP/Group M, the world's largest media investment company.

MEDIA PLANNER, OUT-OF-HOME INVESTMENT

Haworth seeks a dedicated channel expert that is responsible for the strategic and tactical development of comprehensive out-of-home media plans. Understand channel nuances and contribute OOH-specific insights and investment projections during initial campaign media-mix discussions. Identify new OOH opportunities and oversee the implementation of all media activity.

RESPONSIBILITIES

Marketing and Advertising Planning

- Develop OOH media plans to ensure marketing objectives are met using sound strategies, rationale and tactics
- Ensure deliverables are met on time, within budget and align with clients' goals/objective
- Maintain a proactive perspective, anticipating client needs in advance
- Utilize data and research tools to inform strategic planning
- Educate media planning teams and clients on industry trends
- Develop and maintain professional relationships with industry representatives

Client Relationships & Service

- Work closely with planning teams to develop strategy across various campaign initiatives with key clients
- Maintain trust and confidence among current client relationships
- support planning teams and other team members to continue to strengthen relationships with clients
- Presentations
- Present OOH media strategies and recommendations to planning teams and client, when appropriate
- Present channel learnings and success in post-campaign recaps

Internal Communications

- Build relationships across other departments and manage communication with planning teams as assigned
- Manage Personnel
- Work within the department to distribute workload across assistance to assure optimum performance
- Mentor and foster professional growth and development with assistants
- On-board new team members and train in areas such as process, negotiation, execution, presentation and client management

REQUIREMENTS

- Awesome attitude and willingness to learn
- Superior negotiation skills and strategic thinking
- Strong numerical aptitude and accuracy
- Effective written and verbal communication skills

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- Education: College Degree
- Experience: Media planning/buying experience, OOH experience a plus

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