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Client Lead Director

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Company: Mindshare

Location: İstanbul

Category: other-general

About MindshareWe are Mindshare. A global media platform company that accelerates Good Growth for its clients in the age of a new marketing economy. Good Growth is business growth that is enduring and sustainable whilst also helping to shape society and the world for the better. We accelerate growth for our clients by connecting digital, media, creative and tech, prioritizing customer relationships, customer voices, real-time activation that is underpinned through data to demand a response. Our network is always on, always live. Our people are acutely aware of what's happening in their city, their country, their specialist area of expertise. We understand brands, markets, and media. Most of all, we understand other people. The people we live with. The people we work with. The people we are. We were the first purpose-built company created by WPP and today our 10,000 people operate in 116 offices in 86 countries. **Responsibilities**

Tracking the media plans and reports and presenting the data to client teams

Take responsibility for coordinating client needs to planning teams

Establishing and maintaining effective and productive client relationships

Develop well-structured media mix for brand and campaigns, with clearly defined objective, KPI and success measure for each and every media channel

Lead day-to-day management of client communication

Creating the yearly media strategy for brands

Delivering business-driving media and communication strategies and solutions, supported by grounded data& research

Creating innovative media projects, and integrating technology within the projects

Preparing the global and local reports

Qualifications

6-7 years experience in media planning and client leadership

Offline media and digital media knowledge is a must

Expertise in Microsoft Excel and PowerPoint

Strong attention to details

Has a high self-awareness skill

Curious, innovative, self driven mindset

A high-energy, innovative, positive, can-do person who is always looking for ways to improve what we do

Exceptional communication skills (written & verbal)

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