

Turkey Jobs Expertini®

Media Manager

[Apply Now](#)

Company: Publicis Groupe

Location: Şişli

Category: other-general

Job Description

Responsibility and Focus

Key responsibility in this role will be to become known within the company as someone who can tackle quality control for all media planning, oversee the team on day-to-day projects, and artfully translate strategies into innovative media – all while building robust client relationships and developing your team's talent. Should have good organizational skills in handling a number of projects at the same time, being able to set priorities, keep to deadlines, work effectively under time pressure.

Lead the development and execution of media plans for clients across a variety of industries.

Work along with reporting manager taking into account both the client's and the agency's key performance indicators.

Ability to effectively manage multiple projects simultaneously, including setting priorities, meeting deadlines, translating strategies into innovative media, and working well under pressure.

Collaborating with cross-functional teams to develop and execute effective media strategies.

Manage day-to-day client relationships and communications.

Build a strong rapport with clients and business partners.

Mentor and guide junior planning team members.

Quality control for all media planning.

Overseeing team on day-to-day projects.

Main Tasks

Technical & Product

To develop sound channel strategy and activation in line with the communication plan

To develop and own the projects related to: Media Strategy, Consumer Insights Analysis, Identification of business challenges facing the client, Competitive Landscape Analysis, Media selection, Maximizing cost-efficiency, Timing and laydown, Budget levels by market etc.

To own and oversee all output from the executives/admin to ensure accuracy of the documents shared internally and externally

To be responsible for efficient/accurate admin for the group

Ability to comprehend a client's requirements, pose appropriate inquiries, and devise a plan for utilizing media outlets (including creating a media plan and offering suggestions) in accordance with the client's goals.

Strong analytical skills and ability to interpret data and market research

Strong grasp of industry trends and best practices

Ability to work on MS Office 365 software suite (Word, Excel, PowerPoint, Teams, etc..)

In-depth knowledge of and experience with various media planning and buying tools and platforms, such as Z/X Plan, Statex, Global web Index(GWI), Euromonitor, World Advertising Research Center (WARC), Similar Web, etc..

In-depth knowledge of various industry digital planning tools such as DV360, Google Ads, Meta Business Manager, Snap Chat Ads Manager, Twitter Ads Manager, TikTok Ads Manager
Familiar with and able to describe the characteristics and advantages of the Group's various products and services.

Knowledge of digital media and emerging technologies

Good commercial acumen, able to understand the importance of driving ROI for both business partners and agency whilst being both efficient and effective

Development of sound channel strategy and activation in line with the communication plan

Development and ownership of projects related to: Media Strategy, Consumer Insights Analysis, Identification of business challenges facing the client, Competitive Landscape Analysis, Media selection, Maximizing cost-efficiency, Timing and laydown, Budget levels by market etc.

Ownership and oversight of all output from the executives/admin to ensure accuracy of the documents shared internally and externally

Responsible for efficient/accurate admin for the group.

Qualifications

- BS/MS degree in marketing or a related field
- A four-year college education and 5 to 7 years of media planning and/or buying experience
- with at least three years of online experience

Bachelor's degree in marketing, advertising, or a related field.

5-7 years of experience in media planning or related role.

Proven ability to mentor and lead a team of planning executives.

Strong organizational skills, team player, ability to multitask, and work under pressure.

Digital Certifications across the major platforms, including Meta (FB & IG), Google,

Snapchat, LinkedIn, Twitter, etc.

[Apply Now](#)

Cross References and Citations:

1. [Media Manager Jobs Şişli Phbjobs](#)
2. [Media Manager Jobs Şişli Neurologistjobs](#)
3. [Media Manager Jobs Şişli Techgiantcareers](#)
4. [Media Manager Jobs Şişli Restaurantjobsnearme](#)
5. [Media Manager Jobs Şişli Southkoreajobs](#)
6. [Media Manager Jobs Şişli Sanfranciscojobs](#)
7. [Media Manager Jobs Şişli Shanghaijobs](#)
8. [Media Manager Jobs Şişli Carejobs](#)
9. [Media Manager Jobs Şişli Searchcanadajobs](#)
10. [Media Manager Jobs Şişli Oilandgasjobs](#)
11. [Media Manager Jobs Şişli Viennajobs](#)
12. [Media Manager Jobs Şişli Craigsjobs](#)
13. [Media Manager Jobs Şişli Carejobs](#)
14. [Media Manager Jobs Şişli Riyadhjobs](#)
15. [Media Manager Jobs Şişli Hyderabadjobs](#)
16. [Media Manager Jobs Şişli Socialworkjobs](#)

17. **Media Manager Petroleumjobs Jobs Şişli Petroleumjobs** ↗

18. **Media Manager ItalyjobsJobs Şişli Italyjobs** ↗

19. **Media manager Jobs Şişli** ↗

20. **AMP Version of Media manager** ↗

21. **Media manager Şişli Jobs** ↗

22. **Media manager Jobs Şişli** ↗

23. **Media manager Job Search** ↗

24. **Media manager Search** ↗

25. **Media manager Find Jobs** ↗

Source: <https://tr.expertini.com/jobs/job/media-manager-sisli-publicis-groupe-279f1065dd/>

Generated on: 2024-05-04 by Expertini.Com