

# Turkey Jobs Expertini®

## Senior Media Planner - Turkey

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Company: Publicis Groupe

Location: Şişli

Category: other-general

### Şirket Tanımı

Publicis Groupe Turkey operates with 14 agencies under its umbrella: Starcom, Zenith, Spark, Datawise, PMX, Performics, Publicis GO, Publicis Istanbul, MSL, Leo Burnett, Digitas, Hyper Productions, Platform Next, Saatchi & Saatchi. Agencies specialize in data, performance marketing, affiliate, e-commerce, content, production, media, advertising, and PR. Publicis Groupe Turkey includes almost 500 talents and is located in İstanbul.

### İş Tanımı

Role Objectives:

Daily operations of offline media planning, buying, and reporting processes. Gather and analyze marketing, industry, and consumer insights data to determine the client's advertising and media needs and develop multi-media media plans

Analyze media alternatives and make recommendations as to how to best allocate the advertising budget. Maintain strong relationships with media suppliers and stay abreast of market conditions

Establish and maintain strong relationships with the clients and suppliers, proactively responding to clients' needs, working with all departments and team members in the agency in a close and supportive relationship

Regular reporting and feedback to the immediate manager on the responsibility area

Good understanding of client's business and competitive landscape along with preparation of

client media performance documents

## Nitelikler

Qualifications:

Bachelor's degree in advertising, marketing, business administration, or communications

+2 years of experience within a multinational media agency / global brand

Able to prepare, report and analyze a detailed media plan

Excellent communication skills and capability to work in a team

Excellent skills of English both in speaking and writing

Strong analytical abilities & proficiency in math and data

Technical proficiency, particularly with media systems and MS Offices programs

Able to work successfully within a team, and meet tight deadlines under pressure

Able to effectively utilize media research and reporting resources

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