



JOB PROFILE – Media Planner/Buyer Specialist

Country: Albania

Location: Tirana

1. Overall description of the company

A place where change means opportunity for progress and innovation. A place where people with the ambition for peak performance can go beyond what is today and create what is tomorrow.

Work and grow with Telekom Albania!

2. Purpose of the Position

The media planner/buyer is responsible for analyzing data, thinking creatively, identifying the best mix of media channels to deliver an advertising message to a target audience, presenting media proposals and new media/advertising opportunities, adjusting media plans schedules in response to the latest audience info/figures, media market developments, keep media planning and buying reconciliations with media vendors and monitor the advertising campaigns effectiveness.

3. Key responsibilities

- Understanding the media strategy and analyzing the target audiences profiles, purchasing and media habits with regards to consumer behavior, circulation and audience trends and the impact of different methods.
- Considering appropriate timings of media activities, based upon usage patterns and seasonal factors.
- Presenting media proposals, including timings and cost breakdowns.
- Preparing and adjusting media plans/schedules, buy the advertising time/spaces in television, radio, online, outdoor and print.
- Keep media plans reconciliations with media vendors and financial tracking of media spend records.
- Monitoring and reports on the effectiveness of campaigns.
- Maintaining contacts with media sales companies/vendors, ensuring statistics, media info on advertising possibilities, about the kinds of audiences that can be reached by the different media and the approximate size of those audiences.

4. Job requirements

Education: Open to all graduates. The most preferred, Business Management/Marketing/Advertising - Communication Media studies and Journalism –Statistics - Informatics Economy - Psychology & Social Sciences.

Required Skills: Good interpersonal and communication skills. Familiarity with media planning, media buying and research. Good grasp of numeracy for data analysis and evaluations. Strong analytical, organizational and multitasking abilities, the ability to work with IT resources such as databases and spreadsheets, for the collection and management of information, critical thinking and attention to details. Good grasp of literacy, for writing reports and presentations. The capacity to work effectively under pressure. Interest on following the advertising and media trends.

Experience: The applicants should have at least two years of experience in marketing, advertising, media, promotions, public relations.

Language: Very good knowledge of English language.

The interested candidates are invited to send their application documents until 20th of September (a Cover Letter and a CV in English) at: jobs@telekom.com.al.