



## **SENIOR MEDIA PLANNER & BUYER, B2B**

KSV is on the hunt for an experienced B2B media planner and buyer to lead the planning and execution of integrated paid media campaigns for a diverse array of B2B clients.

### **Key Responsibilities**

- Collect and analyze information for different media channels
- Research and evaluate media opportunities to recommend the most effective placement opportunities to deliver against the client's business objectives
- Create media plan flowcharts and media buy authorizations
- Negotiate buys and makegoods with media reps
- Develop, organize, and maintain all media budget tracking documents
- Manage day-to-day tasks associated with stewarding client-approved media plans including plan maintenance and optimization
- Develop objective-based performance models and create the necessary attribution (partners, pixels, analytics)
- Develop campaign reporting documents and formulate optimization recommendations for client presentation
- Develop comprehensive client media recommendation presentations and present plans and performance reports to clients
- Stay up to date with current offerings and trends in the B2B space including non-traditional media tactics, bringing new opportunities to your clients to test

### **Qualifications**

- 5-9 years experience purchasing and managing paid media
- B2B planning and buying experience
- Ability to use consumer insights, data, platform performance and key social media trends to inform the development of integrated channel plans
- Experience negotiating with trade publications for digital/traditional tactics
- Understanding and experience implementing 3rd party digital B2B integrations
- Familiarity with CRM and digital media integration
- Strong analytical skills
- Ability to foster productive relationships with internal and external stakeholders
- Strong team player with excellent interpersonal and communication skills
- Detailed knowledge of the trends and technologies influencing the advertising industry
- Excellent attention to detail; exceptional problem-solving skills; strategic mindset



## KSV's Core Competencies

Core competencies are the 'price of admission' to being part of the KSV team and are expected of all team members regardless of role or seniority.

<b>Customer Focus</b>	Builds strong customer relationships and delivers customer-centric solutions.
<b>Decision Quality</b>	Makes good, informed, and timely decisions that keep the organization moving forward.
<b>Action Oriented</b>	Takes on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
<b>Drives Results</b>	Is focused on and consistently achieves results, even under tough circumstances.
<b>Collaborates</b>	Builds partnerships and works collaboratively with others to meet shared objectives.
<b>Values Differences</b>	Recognizes the value that different perspectives, life experiences, and cultures bring to an organization.
<b>Communicates Effectively</b>	Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences.
<b>Instills Trust</b>	Gains the confidence and trust of others through honesty, integrity, and authenticity.
<b>Self Development</b>	Actively seeks new ways to grow and be challenged using both formal and informal development channels.
<b>Being Resilient</b>	Keep positive, stay calm under pressure, and believes there is a way forward, even when it can't immediately be seen.



## About KSV

KSV is certified BCorp and a women-owned and led collective of creative and strategic thinkers who are committed to a more sustainable existence. As part of our team you'll have the daily opportunity to be part of something bigger than just yourself, because everything we do is filled with a purpose. And that's enough to fill us up with all types of good stuff.

### Employee Benefits:

- 401k
- Health, dental, and vision coverage
- Parental leave
- Flexible PTO
- Paid holidays include the week between Christmas and New Year's Day, MLK Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and the following Friday
- Summer half-day Fridays
- Flexible work environment

KSV is a signer of the equal pay compact and is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.