

Argentina Jobs Expertini®

Planner Sr.

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Company: Havas Media Argentina S.A.

Location: Buenos Aires

Category: other-general

Description

Mission & Responsibilities

Operate media planning and buying (when required) for the delivery of advertising campaigns for your client portfolio in alignment with Mx Development guidelines (omnichannel strategy) and usage of appropriate decision frameworks

Negotiate with relevant Media Partners on specific channel in support of the Channel Expertise Manager

Ensure the smooth running of campaigns respecting deadlines

Ensure client satisfaction on the campaign delivery and performance

Be accountable for reaching the target objectives/productivity plan, driving the trading teams in reaching their objectives

Previous experience & Industry background

5+ years in media planning

Media Agency, Trading desk

Qualifications & Languages

Master's degree in Business, Marketing, Advertising

Languages: English (Intermediate)

Soft skills & Competencies

Managing execution

Detail oriented

Being flexible, adaptable, authentic & open

Media planning and media buying

Mx Expert

Strong knowledge of the partners & suppliers (Media, Tech, Data, Content)

Advance Programmatic

OSEP

Technical skills

Media planning tools

Operational performance management tools (Pilot, IOMT)

Business intelligence software (i.e. Tableau, Datorama, Power BI)

Advertising technologies (e.g. ad servers, ad platforms)

Office software

Contract Type :

Permanent

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bearing on an individual's ability to perform their job.

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