



JOB DESCRIPTION

Media Planner

January 2023

ABOUT 3FOLD

3fold is a dynamic, problem-solving agency that uses our expertise in ways we believe can make the world a better place. We use communications, marketing, and advertising solutions that identify and create connections, not noise. We listen, lead, learn, and give back. We challenge mediocrity. We are not a typical advertising agency, nor a communications and public affairs firm. We use marketing for good and not evil and choose or create the right solutions for our clients based on their goals, not our egos.

We choose to work with clients who lift their customers in industries we believe are essential for community growth and sustainability: Community Impact (government, utilities, transportation), Education + Workforce Development, and Healthcare. We look for clients committed to making a positive impact on their customers and teams' lives.

We value a team that is Hungry, Human, and Humble. That means we look for a team who strives to continue learning, empathetic to what their clients are trying to accomplish, and who have the experience and knowledge to lead them past their goals.

INSIGHTS DEPARTMENT OVERVIEW

The Insights department maintains and grows our agency's business and client base both on an ongoing and project basis. This department is responsible for creating and maintaining relationships with existing and potential clients, developing strategic solutions and plans that best fit the agency and clients' needs. The department oversees, both directly and laterally, the creative, media, new business, and research departments ensuring that the agency provides sound and responsible marketing counseling and planning, innovator, and influencer level communications, delivering a consistently superior creative product, and work that is above all, strategic and creative.

MEDIA TEAM OVERVIEW

Under the umbrella of Insights, the Media Team is responsible for identifying and creating connections with the audiences our clients need to reach. This team's primary goal is to understand the most impactful and effective channels available to our clients (and their budgets) to get the right messages across at the right time and among the right audience. The media team's objectives include strategy, identification of and collaboration with media vendors, negotiation and procurement, digital platform setup, monitoring, management, and optimization, and above all else, analysis and reporting on the results that matter most.

POSITION OVERVIEW

The Media Planner assists the Media Director by identifying and understanding the target audiences, determining the most effective media mix, and coordinating, monitoring and evaluating media campaigns and strategies.

The Media Planner oversees the detailed elements of all paid media campaigns, including setting up analytics, tracking campaign metrics, identifying issues that negatively impact performance, and making optimizations. This role will focus primarily on digital advertising, but the Media Planner is encouraged to have working knowledge of traditional advertising.

This person works directly with 3fold's Media Director but may collaborate with other internal departments (Insights, Creative, Accounts) and external teams (Media Contractors, Vendors, and Clients).

This position is for a strategic thinker interested in marketing, advertising, and paid media. This person should be proactive, self-motivated, and collaborative. They are well-versed in digital advertising and bring insights to the 3fold team to support client success.

Responsibilities

- Planning media for assigned accounts, including digital, social, and traditional placements
- Buying and managing media placements for assigned accounts
- Managing and optimizing assigned accounts by establishing benchmarks and recommending improvements
- Working with the Media Director, Account Executive, and Creative Director to determine campaign enhancements to meet client goals and objectives
- Developing reporting and analysis for assigned accounts
- Managing budget reconciliation for assigned accounts
- Good presentation and writing skills
- Good analytical and reasoning skills

Qualifications:

- 3-4 years of digital media experience and working knowledge of traditional
- Working knowledge of website and marketing analytics tools (e.g., Google Analytics, G4, Google Ads, Keyword Planner, Google Trends, Facebook Business Manager, Google Data Studio
- Working knowledge of ad serving tools
- Working knowledge of Microsoft Office and Google Suite applications

Considerations:

- Work is conducted during the home office's PST schedule (8am - 6pm). As such, this position may be executed at our headquarters in Sacramento, hybrid work-from-home/in the office, or fully remote. Required in-office days are up to the manager's discretion and will be negotiated upon offer.

TERM:	Full Time / Exempt
MANAGEMENT:	None
SUPERVISOR:	Media Director
SALARY RANGE:	\$75,000 - \$85,000 DOE
