

Discover your opportunity at **BLD Marketing**

LOCATION	Pittsburgh, PA
TITLE	Media Planner/Buyer
ROLE	BLD Marketing is currently looking for a full-time Media Planner/Buyer to work on a variety of B2B accounts focused in the commercial and residential building materials manufacturer category.
REPORTS TO	Director of Media

REQUIREMENTS

- Bachelor's degree in Marketing, Communications, Advertising or a related field
- Minimum 2-3 years relevant experience with B2B planning/buying
- Detail oriented with a solid understanding of ad technology and the programmatic landscape
- Experience with social media advertising platforms (i.e. Facebook, Twitter, LinkedIn)
- Mastery of media math and terminology
- Must be organized and efficient while working on multiple tasks
- Superb communication skills

PREFERRED EXPERIENCE

- Experience with programmatic digital
- Experience in traditional B2B media partnerships/vendors
- Familiarity with media research/planning tools
- Experience with ad-serving systems (i.e. DoubleClick) and media operations a plus
- SEM experience a plus
- Familiarity with Google Analytics (Certification a plus)

ABOUT BLD MARKETING

BLD is an results-based, full-service strategic marketing firm serving commercial and residential building materials manufacturers exclusively throughout North America and abroad. We offer a comprehensive portfolio of strategic marketing services and implementation capabilities to help our client companies achieve growth, efficiency, and profitability.

TO APPLY Send resume and compensation requirements to Amy Meyers (amy.meyers@bld-marketing.com); No calls please.

JOB RESPONSIBILITIES

- Assist in managing the RFP process through full life cycle of campaign (research/planning, launch/optimization, insights/reporting):
 - » Evaluation of proposals from vendors to identify unique and compelling placements for reaching target audiences
 - » Rate negotiation
 - » Issuing Insertion orders and maintaining all associated contracts
- Day-to-day campaign management including but not limited to campaign structure creation, ad trafficking, reporting & analysis and audience research across display, video, SEM, native and paid social media
- Monthly Campaign Reporting
 - » Gathering/interpreting reporting data from vendors
 - » Follow-up with vendors assuring that all purchased media is delivered in full
- Maintaining up-to-date production specs
- Maintaining internal/external material due dates
- Creation of required UTM codes/asset tagging
- Trafficking assets to vendors



BUILDING MARKET LEADERS