

**Designation:**

Media Planning and Strategy Director

**Experience:**

5+ years of work experience

**Core competencies:**

1. Business & Financial Acumen

- Fluency in comprehending, tracking and maintaining financial data
- Keeness in understanding Client business with the aim at linking team efforts with Client revenue

2. Leadership & Team Management

- Lead by example & mentor team members
- Keep team members motivated at all times
- Ensure quality resources are brought on board
- Provide appropriate level of feedback concerning team progress (via performance reviews and on the job feedback)
- Train, mentor and motivate the team

3. Industry Knowledge

- Monitor competitor offerings and identify potential business avenues
- Update self and the team on the latest industry trends

4. Customer Focus

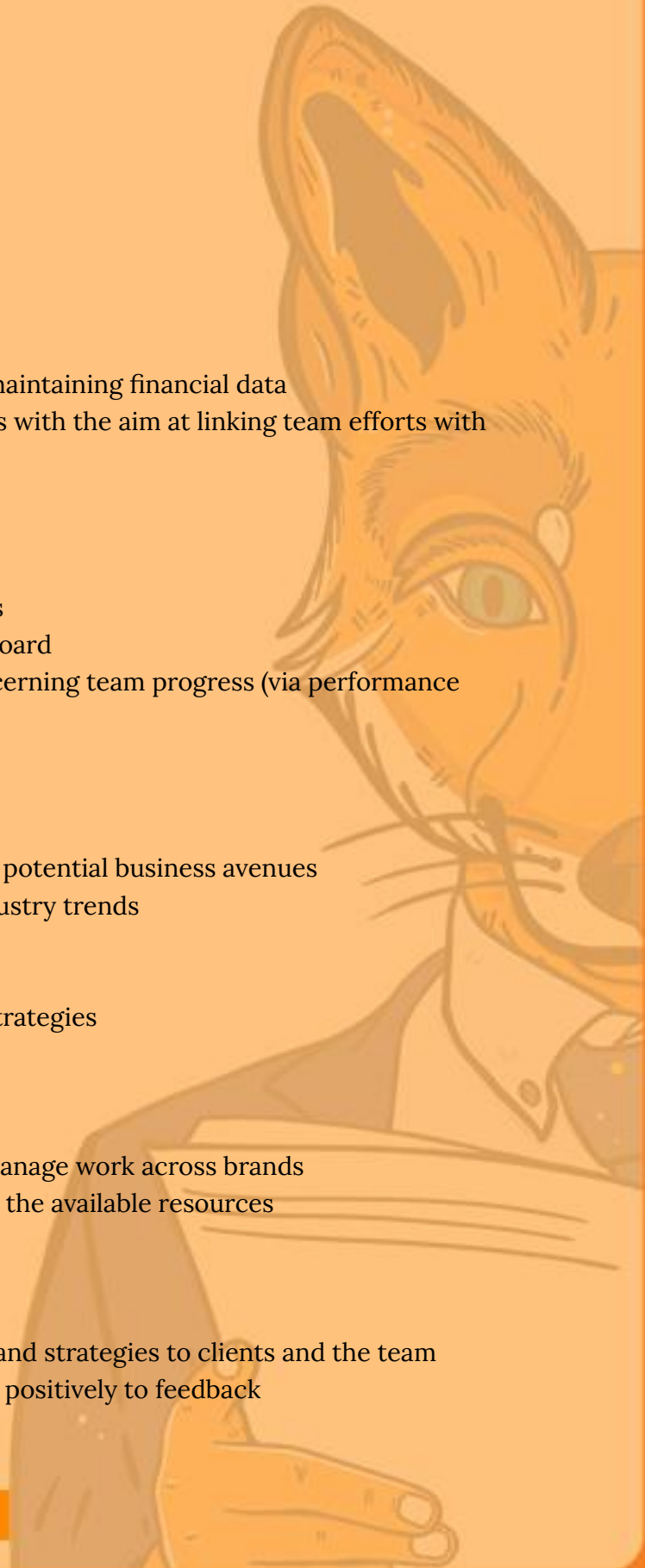
- Keep client needs in mind while framing strategies
- Timely resolution of client escalations

5. Planning & Organizing

- Tactfully prioritize tasks and projects to manage work across brands
- Deliver quality work within deadlines with the available resources

6. Communication

- Excellent written and verbal skills
- Ability to clearly articulate complex ideas and strategies to clients and the team
- Ability to sell work and ideas, and respond positively to feedback



**Qualification:**

- UG - Any Graduate - Any Specialization OR PG - Any PG Course - Any Specialization; Post Graduation Not Mandatory.
- Candidates with 5+ years of work experience can apply. Should have preferably been involved in Client Servicing, Strategy and Execution - All three
- Prior team management experience preferred
- Proven & demonstrable experience of being able to work under pressure and multi-task. Should be comfortable with handling pressure since the role demands it

**Roles & Responsibilities:****1. Strategic**

- Create plans, budgets & forecasts for internal consumption and usage of media
- Review & vet decoded client media briefs of existing clients every quarter and of new clients as they come in
- Create and communicate Media Annual Operating Plans (AOP) basis the clients' decoded media briefs. Update the AOP incase of significant modifications in the client's brief or digital platform policies during the course of the year
- Create quarterly execution media plans based on internal plans and decoded client briefs
- Update resource planning basis quarterly FTE and utilization mapping
- Maintain monthly client P&Ls
- Ensure achievement of billing targets by the team
- Ensure timely renewal of contracts. Identify any obstacles to contract renewal well in advance, and resolve (or escalate) the same

**2. Communication & Coordination**

- Monthly / Quarterly (as pre-defined) meetings with clients to build relationship, understand client's strategic / growth plans and identify upsell opportunities
- Monthly communication with clients to provide updates and collect feedback
- Ensure timely and proactive response to client emails (by self and by team)

### 3. Account Management

- Brainstorm (when required) with relevant teams for client pitches and execution of media briefs
- Ensure accurate referencing and industry benchmarking by the team
- Upsell media offerings to existing clients based on specifically identified needs of the client
- Strategic intervention and inputs to the competitor analysis process. Identify process improvements, new potential offerings and internal training needs basis the same

### 4. Finance

- Follow up with the client for any overdue payment and ensure its release in case the Associate AD isn't able to
- Review quarterly financial trackers and update the management on the same. Provide necessary inputs and course correction where required

### 5. Team

- Hire capable, independent resources that can understand, communicate and execute client briefs accurately
- Create a team culture of research and self-development
- Work with the L&D team to structure training programs that directly impact work quality along with specific competencies

## **Job Purpose**

The Media Planning & Strategy Director is responsible for FoxyMoron maintaining a leadership position in the market by contributing to:

- The success of a set of assigned client media accounts, leading to account renewals and upsells
- Building capable, independent, and motivated teams
- Accurate internal planning, budgeting, and forecasting

