



dottedline.agency
8000 Franklin Farms Drive • Richmond, VA • 23229

Senior Associate Media Planner + Buyer Role

About Us

Dotted Line is a strategically inspired creative agency that helps ambitious organizations grow. Founded in 2014, our team members love working here because of our clear vision, strong culture, collaborative process, investment in personal and professional development and transparent communications. Visit us at www.dottedline.agency to learn more about our team and approach.

About You

- You are a creative problem-solver who translates strategic insights into intentional paid media strategies.
- You are a curious spirit that's satiated through thoughtful research.
- You're fuelled by the opportunity to share your insights and the why behind them.
- You're a lifelong learner who enjoys keeping pace with rapid industry change (and are already creating strategies for a cookie-less targeting future).
- You are a fierce negotiator who can balance the art of the hunt with long-term relationship management.

About the Job

- You will be responsible for the full paid media lifecycle – research, planning, buying, management, reporting, and optimization.
- You will guide the agency in creating systems as we build out an internal paid-media function.
- You will be the agency's in-house expert on paid media, building plans for clients and participating in our new business development process.
- You'll identify new trending and emerging media vehicles and tools, staying on top of the industry's latest advancements and bringing those opportunities to the agency and its clients.
- You'll build digital and traditional media recommendations and make a passionate, strategy-based case for them during internal account team meetings and client presentations.
- You'll create and maintain strong relationships with media partners to ensure we deliver what we promised to clients.
- You'll leverage those relationships with media partners to garner competitive pricing, make goods, and added value opportunities.
- You'll translate data insights to optimize spend and drive ROI.
- You'll be transparent and authentic when communicating and collaborating with team members, vendor partners, and clients.

Senior Associate Media Planner + Buyer Experience

- Experience in planning and buying media [at least 3 years]
- Experience building intentional and efficient omni-channel marketing strategies [required]
- Client and prospect-facing presentation experience [required]



dottedline.agency
8000 Franklin Farms Drive • Richmond, VA • 23229

- Comfortable collaborating with creatives and account leaders to drive client results [required]
- Scarborough or Simmons media insights experience [preferred]
- Established relationships with a mixed arsenal of media outlets [preferred]
- Experience analyzing billing to ensure clients get what they paid for [preferred]
- Passion for working in and for upper middle-market businesses

Senior Associate Media Planner + Buyer Benefits

- Remote role – work from anywhere
- Monthly Culture Club activities and initiatives
- Performance-based, profit-sharing opportunities
- Healthcare: health, dental and vision
- Retirement
- Unlimited paid time off
- XX paid company holidays plus the week between Christmas and New Years
- Paid volunteer days
- Company Values we live every day
 - Treat team members, clients, and partners like you want to be treated
 - Always be improving, learning, and growing
 - Collaborate and be a team player
 - Go the extra mile
 - Do work we are proud of
 - Focus on client results

Why Should You Apply?

- Opportunity to collaborate with a great team of experienced marketing leaders
- Opportunity to shape a department that solves challenges you've previously encountered and is built for success
- Freedom to push client tactics in the pursuit of exponential growth
- Operate in environment that's rich in professional and personal development opportunities
- Chance to make a positive difference across a team of diverse and passionate folks

If you have experience in any of the following or similar positions, we'd like to talk to you!

- Media Planning
- Media Strategy
- Media Buying
- Media Research
- Audience Insights
- Digital Buying
- Paid Social

Click [here](#) to apply or contact Kay Larkin at kay@dottedline.agency with your questions.