

Job description

Spurrier group is growing, and we are seeking experienced traditional media buyers to add to the Spurrier Group Media Intelligence team. Founded in 1996, Spurrier Group is a boutique agency that employs senior-level people with decades of experience in consumer research, marketing strategy, advertising, branding, and media planning/buying. Our staff hails from some of the top agencies in the country. Best of all, many of them have been with us for over a decade. We work with regional, national, and international agencies and clients. We provide excellent benefits and work environment and are looking for an experienced media buyer to support our brand of Performance Media across all channels. This is an in-office position in Richmond, Virginia. Spurrier Group has remained open throughout the pandemic, and we have maintained a safe and healthy environment.

Responsibilities:

- Work with planner/strategist to determine best tactics for target audience
- Provide costs, avails for planning purposes
- Work with media reps to ensure access to a variety of placement options – best tactic, price, service, etc.
- Project ratings, negotiate buys including value add, complete match reports and post-buy analysis
- Provide updates on placements including any recommendations for optimizations
- Keep up to date on market trends and inform team

Qualifications:

- Minimum 5 years of experience with broadcast, OOH and print buying
- International buying experience not required but a nice bonus
- Helpful to have digital experience – understand terminology and how it relates to all areas of media
- Must be familiar with Freewheel (View, SBMS, Eleven), Nielsen, Comscore, SQAD, Simmons/MRI and Basecamp or similar project management system
- Proficient in Excel, Powerpoint and ability to create internal and external (client facing) presentations
- Experience with client contact and ability to present buys, answer questions, provide ideas on tactical execution
- Subject matter expert in one or two areas and the desire and ability to continue learning about changes in the industry – will need to be able to share with planning team and help provide direction and input – requires meeting with industry reps on a regular basis and informing team of any new learnings
- Must be self-motivated, solutions-oriented and able to work with a team to determine how to best meet client's needs

Send qualified resumes to info@spurriergroup.com