



Position: Digital Media Planner
Location: Orlando, FL
Salary: Determined by experience and qualifications

COMPANY

XOS Digital is a leading sports content and marketing services company specializing in elevating client brand campaigns and advertising initiatives through digital syndication, and original video programming. XOS Digital's content offerings brings marketers not only an array of unique styles and formats but a strong digital syndication network enabling scaled but yet focused digital distribution network providing you an unparalleled way to interact in an ever-changing media landscape. It does this by redefining the manner in which collegiate and other licensed content is packaged, distributed and consumed across virtually every content platform. XOS Digital serves more than 125 partners, inclusive of top Division I colleges and several collegiate media properties, and enables them to preserve and effectively manage their exclusive media content.

ROLE

The Interactive Digital Media Planner is responsible for the planning and execution that drives XOS Digital's interactive initiatives as it relates to syndication, branded programming, and all related advertising. The ideal candidate will be able to work closely with the digital sales and operations team in responding to digital RFPs, and the creation of custom media proposals.

The successful candidate will have a strong background in and understanding of media planning & buying/selling video advertising, best practices, analytics, media metrics, industry trends, and the evolving media landscape. This position is the CRUCIAL management role in the success of all custom branded programming, digital syndication, and securing digital revenue in a fast paced sales environment.

RESPONSIBILITIES

- Develop & execute custom media plans & strategies that correspond to the needs of advertisers/agencies.
- Maintain working knowledge of best practices across all digital media channels (display, video, mobile, VOD, etc.), and manage media budgets across these platforms
- Manage multiple projects and rapidly changing priorities.
- Work closely with the XOS Digital Production Team to incorporate the appropriate custom branded programming as it relates to the proposal.
- Manage all inbound RFPs and turning around digital media proposals ahead of deadline.
- Understand all costs associated with creating custom branded programming and efficiently adapt all proposals to maximize revenue.
- Work closely with the Ad Operations and Digital Sales teams to meet client needs and ensure campaign fulfillment and optimization.
- Assist Digital Sales team in locating and securing new RFPs.
- Use creative and proficient skills in conjunction with the XOS Digital Creative Services team to create professional and polished proposals that will serve above industry standards.
- Direct all internal requests from the XOS Digital Sales Team and manage expectations between client objectives and operational ability to ensure fulfillment and optimization



REQUIREMENTS

- Bachelor's degree in Advertising, Digital Media/Marketing, or related field of study.
- 1+ year(s) of related Media/Digital work experience.
- Experience with interactive advertising, digital media, online marketing, industry trends, and the agency environment preferred.
- Ability to make effective strategic decisions and recommendations on behalf of the business.
- Ability to evaluate media recommendations and develop related proposals to fit client's needs.
- Ability to motivate agencies & media partners to provide effective recommendations.
- Strong client-service skills, organizational skills & attention to detail.
- Digital sports experience and related publishing/network landscape a plus.
- Comfortable in a deadline-driven environment with rapidly changing priorities and a high volume of projects.
- A team player with strong initiative, work ethic, ability to work independently within the entrepreneurial spirit to meet multiple deadlines.
- Able to work collaboratively both internally with Digital Sales Team and Ad Operations team, as well as externally with agencies, advertisers direct, and media vendors.
- Able to take direction and implement an action plan that delivers projects on time and with accuracy.
- Effective verbal and written communication skills
- Strong computer skills, Microsoft Office proficiency (Excel, Word, PowerPoint, etc.), and understanding of all interactive advertising solution including DoubleClick DART, DFP, MediaVisor, DART Sales Manager, etc.)
- Creative, energetic, passionate, Internet savvy & flexible
- Enjoys a Work Hard, Play Hard environment.

Apply

XOS Digital is an EOE

XOS Digital offers a competitive salary, a fun team-orientated environment and excellent benefits that include health, dental and life insurance, 401K with company match, short and long term disability, Flexible Spending Accounts, and Vacation, Sick, and Personal time off.

Please submit a cover letter, resume, and references to jointheteam@xosdigital.com. We appreciate the time you spent in contacting us and thank you for your interest in XOS Technologies.

Find out more about XOS Digital at www.XOSDigital.com.