



Internship Posting

Conill

LOS ANGELES MEDIA DEPARTMENT

The following positions below are for teaching the basics of media planning and buying at an agency and will be given instruction on the basics of buying and planning and also on computer based programs that assist in jobs such as Simmons, Scarborough, Nielsen NPower, TapScan, SQAD, IMS and others.

Title: Assistant Media Buyer

Reporting Structure:

- Takes direction from Broadcast Supervisor, Media Buyer

Job Description:

- Provide detailed analytical and computational support for broadcast negotiations
- Check broadcast contracts and resolve discrepancies in a timely fashion
- Analyze competitive spending activity, prepare internal reports
- Maintain internal investment documents under supervision of broadcast supervisor
- Develop working knowledge of each assigned station/market
- Develop strong working relationships with media reps and support staff

Requirements:

- College degree
- Basic skills in math
- Strong computer skills, including knowledge of Word, Excel and Power Point
- Ability to handle the pressure of a large volume of work and due dates that often require working late

Title: Assistant Media Planner

Reporting Structure:

- Takes direction from Associate Media Director, Media Supervisor, Media Planner

Job Description:

- Analyze/evaluate/interpret marketing data used in media recommendations Provide detailed analytical and computational support work, and provide written/verbal reports

Responsibilities:

- Assist in the development of media recommendations
- Develop flowcharts and media presentations
- Gather and analyze audience, cost and other data for all media considered
- Produce competitive media spending reports and positioning reports
- Provide evaluations/recommendations of specific media opportunities
- Update and actualize plans, including stewardship of print/ooh buys

- Develop good working relationships with media reps and support staff

Requirements:

- College degree
- Basic skills in math
- Good working knowledge of computers, Word, Excel, Powerpoint
- Able to master large amounts of detail
- Organized in handling assignments and in overall working approach
- Effective “team player”
- Good writing skills
- Knowledge of marketing/advertising process, including role of media

To submit for consideration, please contact Peter Mace at pmace@conill-la.com.

Peter Mace

Fax (310) 214-6409

pmace@conill-la.com