

Senior Digital Media Planner Jobs In Dubai | Assembly Global

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About the job

Join Assembly – Ignite Business Growth! We're a global brand performance agency with 1,500 talented minds in 25 offices worldwide! Fueling business growth is our passion, and we're seeking a Senior Media Planner (Offline) to join our team!

We are on search of a Senior Digital Media Planner with strong knowledge on offline advertising campaigns. You will plan, negotiate, and execute media strategies for regional clients in UAE, KSA, KWT, BAH, QAT, and EGP and across multiple sectors incl.

Fashion, Automotive and Finance. The ideal candidate must be able to manage day-to-day planning and analysis while maintaining strong relationships with vendors and partner agencies.

What are you going to do: Collect and analyze market data

Identify target audiences and understand their behavior and habits

Determine the best media outlet mix for our campaigns

Optimize ad campaigns according to geographic exposure, frequency, time spans and more

Allocate budgets and monitor costs

Follow media trends of online and offline outlets (TV shows, magazines, blogs, radio programs)

Evaluate the success of media strategies and campaigns
Requirements
4+ years of experience in Media Planning client-side or agency-side

Strong knowledge of TV, Radio, D/OOH, and Print advertising

Existing contacts with top vendors

Expertise in offline media planning tools

Proficient in Microsoft Excel & Powerpoint

Skilled in research, negotiation, and optimization

Fluent in English, Arabic is a plus

Attention to detail and multitasking prowess

Embrace compliance, lead by example

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