



<https://govhelp.in/job/lead-digital-media-planning/>

Lead – Digital Media Planning

Job Location

Bangalore, Karnataka, India
Remote work from: India

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Base Salary

USD. 17,300 - USD. 27,500

Qualifications

Any Graduate.

Employment Type

Full-time

Experience

10+ years of experience

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Description

PhonePe Recruitment 2023

A Lead Digital Media Planning professional is responsible for overseeing the planning and execution of digital media campaigns for clients. They work with clients to develop digital media strategies that align with their business objectives and lead a team of digital media planners to execute these strategies.

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PhonePe Careers

Responsibilities:

1. Developing and executing digital media plans across various channels, including social media, display advertising, search engine marketing, and mobile marketing.
2. Working with clients to understand their business objectives and develop digital media strategies that align with these objectives.
3. Leading a team of digital media planners to execute digital media campaigns effectively and efficiently.
4. Managing relationships with vendors and media partners to negotiate rates and secure advertising inventory.
5. Analyzing campaign performance and making recommendations for optimization and improvement.

Hiring organization

PhonePe

Date posted

May 12, 2023

Valid through

31.12.2023

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6. Staying up-to-date with digital media trends and technologies and sharing this knowledge with the team and clients.
7. Creating and delivering presentations to clients and other stakeholders to communicate campaign performance and insights.
8. Developing and managing budgets for digital media campaigns.

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PhonePe Jobs Near Me

Qualifications:

1. Strong leadership and management skills.
2. Excellent communication and interpersonal skills.
3. Knowledge of digital media planning and buying principles and techniques.
4. Experience with digital media platforms, including social media advertising, display advertising, and search engine marketing.
5. Proficient in using digital media planning and analytics tools, such as Google Analytics and Adobe Analytics.
6. Ability to analyze data and draw actionable insights to improve campaign performance.
7. Bachelor's degree in marketing, advertising, or a related field; some employers may require a master's degree.
8. Strong project management skills and the ability to manage multiple

Important Links

Find the Link in [Apply Now](#) Button

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