

Media Buying Exec

Job & Person Specification



Greenlight Marketing
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<http://www.greenlightsearch.com>

Introduction

Calling all interested in starting a career in Search Marketing.

Greenlight Marketing has several vacancies within our Acquisitions Team. Greenlight is the UK's **largest independently owned** and **fastest growing** search engine marketing agency, and was rated as **outstanding** by the Best Companies Accreditation system, putting us in the Sunday Times Top 100 companies to work for in the country.

The Acquisitions Team is a dedicated online media buying division of Greenlight Marketing and as such a perfect place to gain an understanding of the business from the ground up.

You will be a self starter with a good understanding of the web and search marketing and a passion for new challenges.

The successful candidates will be highly organised, professional, confident, and target focused. Ideally you will be a recent graduate or first jobber with experience in roles with similar skill requirements and interested in a career in Search Marketing.

This is a rare opportunity to join a dynamic and passionate team with some of the best Search Marketers in the world and to build a career in search.

To learn more about the company and our clients please visit <http://www.greenlightsearch.com>.

To apply for this role please email your CV and covering letter, stating your salary expectations, to the SEO team at:

Mediajobs.062010@greenlightsearch.com

PLEASE NOTE, APPLICANTS SUBMITTED BY RECRUITMENT AGENCIES WILL BE IGNORED

Job Specification

Job Title:	Media Buying Exec
Salary:	Negotiable depending on skills and experience
Location:	London - City
Start Date:	June 2010
Hours:	37.5 per week (full time)

Roles & Responsibilities

The role reports to the Senior Manager and consists of identifying and communicating via phone and email to potential media sources. Your responsibilities will include:

- Research, analysis, and identification of new potential media partners
- Contacting and qualifying potential media partners via phone and email
- Acquiring new media partners and agreeing terms and conditions
- Ongoing media partner retention
- Daily, Weekly activity reporting
- Reaching identified Targets

You will receive on the job training as required to ensure that you are well equipped to exceed expectations within this role at Greenlight as well as being provided access to a range of internal mentoring and training courses related to our industry and business.

Person Specification

Our ideal candidate will have an insatiable desire to learn and will suck up new skills and knowledge like a sponge. We're looking for people who are organised, personable, focused and target orientated and that can show some initiative and take pride in their work. We don't expect you to know anything about SEO but a passion for and interest in the Internet is a must.

You should be a confident and effective communicator, able to convey complex ideas both verbally and in impeccable written English.

Greenlight is a professional company and we expect our staff to reflect this, so you should be punctual, presentable and have a friendly and outgoing demeanour.

Essential Skills

- ✓ A high standard of spoken and written English
- ✓ Strong communication skills
- ✓ Conversant with Microsoft Office products, in particular Outlook and Excel
- ✓ Must be eligible to work in the UK and be available to start a full time position in July.

Desirable Skills

- ✓ A grasp of SEO and how search engines work.
- ✓ Second language.
- ✓ Educated to degree level; preferably in a business, marketing or computing related subject.