



kalmbach smith meadows

**Job Description  
Media Director**

**MEDIA DIRECTOR**

The Media Director acts as the liaison for the firm with traditional local, regional and national media outlets, as well as management, planning and implementation of social media marketing.

Flexibility, adaptability and the ability to learn quickly in various technical and creative environments, while delivering quality work by tight deadlines, are key attributes of this individual.

**REQUIREMENTS:**

- Superior knowledge of media theory and media terminology, including traditional and social media reference.
- Planning and executing broadcast, print, outdoor and other traditional media outlets.
- Planning, execution and reporting of non-traditional social media platform marketing and advertising including but not limited to blogs, Facebook, Twitter, YouTube.
- Ability to determine effective media usage by providing research information and guidance on plans, budget allocations, industry standard measurement tools, execution and post-analysis of the buys.
- Manage the planning, negotiation and analysis for all media vehicles on behalf of the firm's clients.
- Knowledge of vertical and lateral action with customer or community engagement and how to leverage both through social media marketing.
- Awareness and knowledge of different media and social media tools and methods to set goals and achieve them.
- Build and manage media and social media practices that complement the PR, marketing and advertising strategies represented for any one client.
- Responsible for media data input into agency centralized software system.
- Demonstrates creative, technical and analytical skills.
- Well-organized and detail-oriented.

- Strong communication skills, both verbal and written.
- Ability to create strategy for media campaigns through social media marketing management system, as well as traditional media accounts.
- Creative writing and production experience for broadcast and print.

**Perform all other duties as assigned.**

**Skills/Qualifications:** Microsoft Excel, Microsoft Word, Power Point, Marketing Pilot (training provided), social media platforms, media measurement data i.e. Nielsen, Arbitron, etc., HootSuite and other social media management systems.

### **Experience and Education**

Related experience within the advertising industry is preferable. A Bachelor's degree is preferred in business, advertising, amarketing or mass communications. A minimum of 2-3 years experience.

**Employee pay:** Salary plus benefits, paid vacation and IRA options

### **Contact:**

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