



Position Title: Part-Time Media Buyer
Job Code: 8112
Reports To: Marketing & Advertising Manager

Grade: HI
FLSA: Exempt

Job Description:

The Part-Time Media Buyer reports to the Marketing and Advertising Manager. The Media Buyer buys Direct Response Media with TV, Radio, and/or Cable, short & long form.

Duties & Responsibilities:

- Creates and places ads.
- Purchases broadcast airtime for advertising purposes.
- Centralizes purchasing power to buy media; negotiates better rates and obtains more added value in advertising agreements.
- Secures media sponsorship for major events at the college.
- Processes invoices and prepares activity reports.
- Prepares agreements for services.
- Helps college staff and clientele with marketing and advertising activities.
- Assists Marketing and Advertising Manager with various projects.
- Performs other related duties as assigned.

Essential Personnel:

Non-essential

Minimum Requirements:

- Bachelor's degree (BA or BS) from an accredited college/ university in a related field of study such as Marketing, Advertising, Journalism, or Public Relations and (2) years experience with TV, Radio &/ or Cable, specifically buying Direct Response Media, short & long form
- Must possess proficiency in Microsoft Office Suite

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name