

Senior Media Investment Executive

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Company: Starcom Melbourne

Location: Indonesia

Category: other-general

Starcom is the Human Experience Company. A world-renowned media communications agency, we believe the alchemy of people and technology creates experiences people love, and actions brands need. With more than 5,000 employees worldwide, Starcom partners with the world's leading marketers and new establishment brands, including Coca-Cola, Samsung, Visa and more. Starcom is part of Publicis Media, one of four solution hubs within Publicis Groupe, and has offices within Publicis One. In this age of convergence and empowerment, we are looking for talents who can help our clients reinvent themselves and guide them through their transformation. It demands colorful personalities with an irrepressible passion for all the opportunities unleashed by digital disruption. Come join our Publicis family!

Job Description Publicis Media is looking for a Senior Investment Executive to join us. We are one of the fastest growing agencies in Jakarta and the world. You need diverse thinkers and diverse thinking. We call this Allsorts. This helps us tackle challenges through different disciplines and perspectives. You need to thrive on the belief that great ideas are only great if they work. It's not enough to be new, or cool, or interesting. Our solutions need to drive a business result. So we'd love to meet you. The purpose of the Senior Investment Executive is to deliver best-in-class campaign activation across all channels, delivering exceptional results against agreed parameters. The Senior Activation Executive reports into the Activation Manager and is responsible for the day-to-day development of the Activation Executive and Coordinator, management of their workload, and supervision of their output.

Responsibilities: Work with the Investment Manager & Director to drive negotiations for clients with media partners and secure additional incentives over and above

entitlements.Keep pace with market knowledge that will aid negotiations with publishers.Negotiate trading positions across all media ensuring all benchmarks (client & internal), trading strategies & contractual agreements are met.Finalise Benchmarking and Pre-Trade work before booking to ensure the rate position is best in marketIdentify and recommend optimisation opportunities and ensure those optimisations are taken place promptly and correctly.Assist Activation Executives and Coordinators in developing detailed weekly (or agreed reporting schedule) and final post analysis.QualificationsPassionate about the media and advertising industry with an interest in new technologyConfident and engaging interpersonal, presentation and communication skills, able to guide and influence key stakeholders.Ability to keep themselves and their team accountable for their outputsStrong organisational skills with the ability to juggle multiple prioritiesAble to think creatively, laterally and conceptuallyDevelops professional relationships with media partners, understanding the information sharing boundariesAttention to detail that is second to none

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