

## JOB DESCRIPTION

ROLE: Associate Planner

LOCATION: NYC

SALARY: \$65-70k



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ABOUT US\_

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At Talon, our purpose is to be the independent agency of choice providing a pioneering global platform for brands to connect with audiences in the outside world. We want to reimagine the industry to deliver greater value for our clients whilst inspiring people and caring for our planet. We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry - changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 300 people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry and want to continue and expand upon these successes.

## OUR VALUES AND HOW WE WORK TOGETHER\_

WE ARE BOLD_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none"><li>• We embrace change</li><li>• We challenge respectfully</li><li>• We lead the way</li></ul>	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none"><li>• We value collaboration and togetherness</li><li>• We are empathetic</li><li>• We embrace individuality</li></ul>	<p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none"><li>• We grow and learn</li><li>• We are trusted</li><li>• We are mission possible</li></ul>

## THE ROLE\_

The Associate Planner will be responsible for developing and managing both traditional and non-traditional OOH media planning at the national and hyper local levels. The Associate must become a market expert in terms of media habits, consumer behavior, trends, and other marketplace nuances.

## RESPONSIBILITIES AND RELATIONSHIPS\_ (Include ESG Objectives)

- Work closely with SVP, Client Activation, direct line manager, clients and internal teams to develop OOH plans, which includes evaluation, analysis and alignment of client goals
- Analyse demographic data and consumer profiles to identify OOH channel usage and psychographic habits of target to engage consumers across all touchpoints
- Communicate with vendor partners to assess and plan most effective and efficient use of client budgets, which includes evaluation of formats, placement, audience delivery, scale, efficiency, etc.
- Calculate reach, frequency and any other applicable metrics for recommended OOH channels
- Design and present in a professional manner, **OOH engagement strategies to VP**, Channel Engagement, clients and internal teams for approval
- Prepare proposals and clearly communicate OOH plan recommendations
- Send OOH channel RFPs in alignment with engagement strategies and client goals
- Negotiate OOH channels according to plan, which includes, added value, upgrades and bonus opportunities

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- Learn and become fluent with the proprietary buying/planning platform, Plato
- Manage and organize daily tasks
- Set up and execute approved plans accurately
- Work closely with team members to ensure tasks are completed accurately and all deadlines are met
- Remain up-to-date on industry trends and performance across all OOH channels
- Develop POVs against client and channel objectives and strategies for any new OOH channel opportunities/formats
- Demonstrate a clear understanding of the client's business by becoming a "student" of the client's brand and client competition to better plan and align client objectives
- Develop and maintain relationships with vendor partners and internal teams

### WORKING HABITS AND CORE SKILLS\_

#### *Organizational*

- Able to determine and set levels of priority based upon prior training and then organize daily tasks accordingly.
- Process large volumes of data in a timely manner with a high degree of accuracy.

#### *Communication*

- Demonstrate solid communication skills, both oral and written, to facilitate timely completion of all maintenance and production tasks.
- Communicate in a way to build professional relationships with our billboard partners to maximize the benefits to both Talon-Buntin America and our clients.
- Log all daily communication into GeoTrak.

#### *Decisiveness and Analysis*

- Ability to analyse data and information and then confidently make good business decisions for Talon-Buntin America and our clients.
- Ability to change course of action based on priority of tasks or staff needs.

#### *Personal*

- Positive attitude toward role and Agency.
- Professional demeanor and appearance.
- Self-motivated in all phases of work.
- *Strong organizational skills, attention to detail*
- *Strong written, verbal and presentation skills*
- *Team management*
- *Proactive and can-do attitude*
- *Basic math skills*
- *Microsoft Office*

### YOUR EXPERIENCE AND QUALIFICATIONS\_

- Previous media agency/vendor experience preferred

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### BENEFITS INCLUDE

401K with employer matching	Enhanced paid family leave
Life Insurance	Birthday leave
Health, dental and vision	Voluntary/Charity leave
Generous PTO	Regular all staff educational workshops
Feel Good allowance of \$50 per month	Training allowance
Smarter Working (hybrid working, early Friday finish, and summer hours!)	Phone allowance