



JOB DESCRIPTION

ROLE: Media Planner (Bilingual)

LOCATION: Montreal, QC H2X2T7, Canada SALARY:

ABOUT US

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

THE ROLE

The Media Planner will contribute to the growth and profitability of Talon OOH Canada by being the primary contact for their assigned group of clients. Additionally, the Media Planner will be responsible for ensuring that all tactical responsibilities are executed for clients in Print & Out of Home media. This position will manage an exciting amount of multiple projects, conceive and create new ideas, and ensure seamless execution of current processes. The individual in this role is required to possess bilingual proficiency in English and French. They should demonstrate excellent communication skills and have the ability to effectively manage expectations with clients, internal teams, and vendors.

The Media Planner is expected to collaborate effectively with their Supervisor to align with and support the marketing objectives and business goals of our clients, while managing media budgets responsibly. This role necessitates a comprehensive understanding of Print and Out-of-Home media, along with a keen insight into local market dynamics.

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The incumbent will be required to stay abreast of emerging trends within their clients' industries, while also demonstrating a deep understanding of the broader advertising industry landscape. The Media Planner should possess a strong ability to narrate compelling stories, articulate concepts with clarity and brevity, and distill relevant insights. This expertise is essential for driving strategic decisions and achieving desired outcomes.

The Media Planner role requires a client-focused professional with strong execution and organizational skills, and a history of successful project delivery. This individual should be recognized as an industry expert, fostering collaboration across teams. They should embody the company's values, build robust relationships, and contribute to business growth and process enhancement. Exceptional interpersonal, oral, and written communication abilities, along with effective facilitation and presentation skills, are essential for this role.

RESPONSIBILITIES

- Maintain day-to-day contact for all clients to execute requests flawlessly while adhering to clients' strategic direction
- Build and curate media plans, assisting the Supervisor with all proposals
- Work closely with the Supervisor to manage client contact; vendor relationships; & all aspects of a campaign
- Develop POVs and provide recommendations to clients; Provide administration support to ensure seamless execution of plans
- Identify areas of opportunity for improved operational efficiency and maximize technology for the benefit of the company and clients
- Anticipate client needs by identifying areas of growth in products/services/capabilities; collaborate with the Supervisor on opportunities within the client group
- Ensure process consistencies are met to achieve gold standards as set by the Supervisor and/or the Director
- Support Supervisors and Directors as needed across all clients
- Negotiate buys strategically to ensure savings and meet client objectives
- Provide feedback to partners and vendors
- Other tasks as assigned

PREFERRED SKILLS AND EXPERIENCE

- 2+ years of comprehensive media and/or client service experience, high volume and proven client satisfaction required
- 1+ years of Out of Home and/or Print media experience required
- 1+ years of Programmatic Digital OOH experience on tech platforms is an asset
- North American OOH Experience is an asset
- Ability to effectively communicate in both French and English
- Strong business acumen with proven capabilities of understanding and implementing strategic decision-making for our business and client needs in negotiation and sales
- Have polished communication and listening skills as well as negotiating (internal/external)
- Have strong organizational skills as applied through an ability to manage multiple projects at once
- Strong cross-divisional collaboration skills



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- Proven ability to build strong relationships (internal/external) that lead to maintained business, additional business, program implementation, enhanced processes/increased efficiencies, open communication, constructive criticism, collaboration, conflict resolution, and the overall success of the company

BENEFITS INCLUDE

RRSP with up to 3% matching

Enhanced paid family leave

Life Insurance

Birthday leave

Health, dental and vision

Voluntary/Charity leave

Generous Vacation Time

Regular all staff educational workshops

Feel Good allowance of \$50 per month

Training allowance

Smarter Working (hybrid working)

Phone reimbursement up to \$50