

# CRITERION GLOBAL



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Criterion Global manages international media planning and buying strategies for a connected world. Our work activates global advertising campaigns, enabling them to efficiently reach their target audiences. Our clients are brand leaders in travel/hospitality, retail/ecommerce, global B2B and B2C spaces. We catapult brands into new markets, boost marketshare, and bring accountability to advertising media investments.

**NOW HIRING:** ASSOCIATE MEDIA PLANNER

## ASSOCIATE MEDIA PLANNER

Criterion Global is a fast-expanding international media planning and buying agency representing high-profile clients in retail, tourism, B2B and nonprofit areas. We offer our clients smarter, faster, and more informed global media planning and buying strategy across a diverse client base. We are currently seeking a media planning and buying strategist with the following experience:

### REQUIRED QUALIFICATIONS :

- Experience in project management (strategy, account services, planning, buying, or leading teams), ideally in a role requiring both strategic and tactical project management duties.
- Effective communication skills (in-person, email, and phone). Multilingual preferred.
- Math Skills, Love of Data, with a deliberate organizational process.
- International curiosity, Globally-minded.
- Willing to travel.
- Bachelor's degree or higher from accredited university.
- Proven ability to handle multiple priorities/tasks.
- Proven ability to work both independently and as part of a tightknit team.

### MEDIA RESPONSIBILITIES :

**IDENTIFY:** Proactively identify strategic opportunities and solutions for client campaigns

**COMMUNICATE:** Ability to articulate and justify decisions based on consumer behavior data, trends, and applied findings to demonstrate value to clients.

**MANAGE** planning and execution of client media programs within assigned markets, including negotiations for the purchase of media across a variety of channels as well as the intricacies and management of those activation.

**ANALYSE:** Candidate must be able to draw inferences and conclusions from data to make sound, supported client optimization recommendations

### CLIENT SERVICE RESPONSIBILITIES :

- Support, and eventually manage client relationships
- Deliver ongoing Executive Summary analyses of client reporting (usually weekly) to ensure tactics are aligned with client strategy/objectives.
- Account Management tasks such as providing specs to creative partners, overseeing AdTech QA processes, contributing to agency brainstorm, client research, managing day-to-day tasks and ad hoc projects, and, overall, the professional representation of agency both internally and externally.

**TECHNOLOGY:** Excel, Powerpoint, Keynote, social media platforms (training on advertising on social media to be provided) and email, plus ability to learn new technology!

Please send C.V./Resume and cover letter (mandatory) to [careers@criterionglobal.com](mailto:careers@criterionglobal.com)

*Criterion Global provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ethnicity, gender, age, religion, creed, national origin, sexual orientation, gender identity, marital status, citizenship, genetic information, veteran status, disability, or any other basis prohibited by applicable federal, state, or local law.*