

# Traditional Media Specialist

## Job description

BAM Marketing is a fast growing St. Louis marketing agency that is looking to fill a traditional media specialist position.

Apply if:

- You love fast-paced environments
- You love to learn
- Have a “whatever it takes” attitude to help our clients succeed
- You have media or advertising agency experience

Do you love marketing as much as we do? BAM is always growing! We welcome candidates for our future growth and want to hear from you!

BAM operates on a hybrid working model. We work from home on Monday and Friday and are in the office on Tuesday, Wednesday and Thursday—balancing opportunities for in-office collaboration and connections, while still giving our team the benefits of working from home.

## Responsibilities:

- Work directly with media vendors in various industries including, but not limited to, television, cable, OTT, radio, outdoor, print, etc.
- Negotiate and place buys in media buying software
- Manage added value and sponsorship elements directly with clients and vendors
- Assist with developing effective media strategies and budgets
- Pulling and reviewing avails from vendors
- Execute all media plans while sticking to budgets and timelines
- Provide traditional thought leadership to account managers
- Oversee client reporting and pulling of data from vendors
- Analyze, report and oversee necessary optimizations for results of media campaigns
- Be comfortable with multiple projects and tight deadlines

## Requirements & Skills:

- 1-3 years experience in media or at an advertising agency

- Previous experience in buying and evaluating traditional media
- Work experience in television, cable, radio, OTT, outdoor, print preferred
- Comfortable working in an agency environment and able to go beyond the scope of work
- Must be able to work in team settings as well as independently
- Comfortable working under pressure and in a fast-paced environment
- Knowledge of the media landscape

Salary will be based on experience and qualifications

Benefits include PTO, holidays, retirement plan, health insurance, cell phone and computer

Job Type: Full-time

BAM Marketing Agency is an equal opportunity employer.

About the company

Born from decades long media expertise and located in the historic downtown Cupples Building at 1000 Clark Avenue, BAM Marketing has grown into a full-service marketing and advertising agency. We exercise our passion for brand building and engagement through a unique approach to fostering relationships and creating meaningful, memorable work. Recognized as one of the fastest-growing small companies in St. Louis, we pride ourselves on providing large scale agency capabilities with the personal accessibility and affinity only a boutique agency can provide.