

Passionate about audiovisual Media?

ZenithOptimedia is a media agency, specialized in the development of communication strategies, planning and buying for our clients and advertising agencies. We are part of a strongly developed network, present in 72 countries with 218 offices. ZenithOptimedia is part of the Publicis Group.

For our office in Brussels, we are looking for an Audiovisual planner responsible for the development, purchase and follow up of TV and Radio campaigns of our clients.

She/he is responsible for:

- Her/his tactical plans & recommendations
- The negotiations of the budgets of her/his clients
- Budget follow-up related to the objectives of our clients and the media planning-team;
- Quantitative analysis of all available TV programs in order to buy advertising on all available channels;
- The implementation and optimization of TV & Radio campaigns;
- Sending spotlists to our clients with the necessary arguments;
- Administrative follow-up of the campaigns;
- Evaluates the campaigns and explains results;
- Communication and negotiation with the different sales houses (North & South)

She/he will be reporting to the Audiovisual Department Manager;

Profile :

- Trilingual: NL/FR/ENG
- At least 3 years experience
- Master in Communication or Marketing
- Knowledge of different IT-tools (Excell, PPT, Access,)
- Negotiation skills
- Logical thinking and being a number cruncher, is an advantage
- Interested in media, and especially TV & Radio
- Team player, detail-minded, stress resistant

We offer :

- A challenging job in the world of media
- A pleasant working atmosphere within a young and enthusiastic team.

Interested ? Please send your cv and motivation to julie.wijns@zenithoptimedia.be