



VP Media Strategy – New York, NY

USIM is seeking an Omni channel **VP Media Strategy** for our NY office. USIM delivers innovative marketing solutions that tackle the challenges faced by businesses in today's changing economy.

Key Areas of Responsibility

- Ensure understanding of brand objectives, research, and creative platform to create strategies that translate into ideas that work across communications channels
- Develop strategies that include recommendations on targeting/segmentation, messaging, content, communications channels, and frequency across online and offline channels
- Ability to bridge the gap between the consumer trends and the industry to determine appropriate channels for each client based on target audience, brand objectives etc.
- Effectively build media plans from strategic insights for implementation
- Properly articulate strategic insights and media plan recommendations to ensure seamless communication internally and externally
- Develop ROI estimates for each media plan to deliver the best programs for unique client goals
- Collaborate with the buying and analytics team to evaluate the effectiveness programs and recommend shifts in strategy/optimization to plans on a monthly/quarterly basis
- Interact with clients on a consistent basis regarding strategic insights, performance, recommendations, POV's, etc.
- Consistently review competitive and marketplace activities to identify and communicate implications to new and existing client plans
- Effectively craft POVs and recommendations based on new technology and media to ensure innovation across all strategies/plans
- Evolve with technology and adapt to new product offerings

Knowledge/Skills/Abilities:

- Complete knowledge of Broadcast and Digital Media
- Strong communication skills – presentation, written, verbal
- Ability to perform in a fast paced environment with dynamic job responsibilities and priorities
- Able to work independently with minimal supervision as well as collaboratively with management and peers
- Excellent relationship building, management, and negotiation skills
- Problem solving ability

- Critical thinking skills
- Strong analytical abilities and quantitative/qualitative skills
- Exceptional time management skills, work ethic and high sense of urgency
- Understanding of marketing & advertising principles, media concepts and terms

Qualifications

- Must have 8+ years ad agency or media strategy/planning experience
- BA/BS in Advertising, Marketing, Business or related field
- Proficiency with industry system/tools such as Google Analytics, ComScore, eMarketer, Nielsen tools, etc.
- Strong proficiency with Microsoft PowerPoint and Excel

USIM offers flexible benefits and compensation packages that allow our employees to make choices that fit their individual lifestyles. Some of our benefits include:

- Competitive Salary
- Health/Dental/Vision Insurance
- Business casual dress code
- Paid Holidays, Sick and Vacation
- 401k

USIM is an Equal Opportunity Employer.

PLEASE FORWARD YOUR COVER LETTER, RESUME AND SALARY HISTORY TO: Career at usinteractivemedia.com