

## **MEDIA MANAGER**

**Location:** On-site (Greenville, SC)

**Schedule:** Full-time

**Department:** Media

**Reports to:** VP, Media & Analytics

### **JOB OVERVIEW**

We are seeking an experienced Media Manager to lead planning, buying, and optimization across digital and traditional channels for a diverse portfolio of agency clients. This role is both strategic and hands-on — responsible for developing integrated media plans, executing buys, managing budgets, and driving measurable results.

The ideal candidate is a positive team player, proactive, independent, confident managing vendor and client relationships, and thrives in a fast-paced environment.

### **KEY DUTIES & RESPONSIBILITIES**

#### *Strategic Planning*

- Develop integrated, full-funnel media strategies across digital (paid social, search, programmatic, CTV, online video, display) and traditional (TV, radio, OOH, print).
- Translate client business goals into actionable media plans with clear KPIs.
- Build media mix models and budget allocations based on audience insights and performance data.
- Present plans and rationale to clients with confidence and clarity.
- Perform comprehensive media audits for current and prospective clients, analyzing areas for opportunity.
- Participate in new business presentations and research.

#### *Media Buying & Execution*

- Negotiate, execute, and monitor media buys across platforms and traditional vendors.
- Research and evaluate vendors, identify value add opportunities and ensure competitive pricing.
- Oversee asset trafficking, tagging, and campaign launch coordination.

#### *Optimization & Reporting*

- Monitor pacing and performance across campaigns.
- Oversee that digital and traditional placements are meeting or exceeding KPIs.
- Deliver performance reports with insights and forward-looking recommendations.
- Identify opportunities to scale, test, or reallocate spend.

#### *SEO*

- Lead keyword research, search trend analysis, and content gap identification to support organic growth initiatives as requested by the client.
- Partner with web and content teams to implement on-page SEO best practices, including metadata optimization, internal linking, and technical improvements.
- Monitor site health, crawl issues, and performance using tools such as Google Search Console, SEMrush, or similar platforms.

## CRAWFORD

### *Financial Stewardship*

- Manage budgets, invoice collection, billing reconciliation, and financial accuracy.
- Ensure campaigns remain on budget and properly paced.

### *Client & Team Collaboration*

- Serve as a key point of contact for media-related client discussions.
- Collaborate with strategy, creative, analytics, and account teams.
- Mentor Media Coordinators or junior team members.
- Stay current on media trends, platform updates, and industry changes.

### **REQUIREMENTS**

- 4-7+ years of media planning and buying experience in an agency environment
- Hands-on experience with major digital platforms (Meta, Google Ads, DV360, The Trade Desk, etc.)
- Experience buying and negotiating traditional media
- Strong analytical skills and comfort interpreting performance data
- Advanced Excel skills and experience building media plans and budgets
- Strong communication and presentation skills
- Ability to manage multiple clients and deadlines in a fast-paced environment
- Occasional travel will be required to attend client meetings, support onsite projects, or represent the agency at industry events. Travel frequency and duration will vary based on business needs.
- Demonstrates will to win, excellence, dependability, curiosity, and respect.

Please submit resumes to [sydney@crawford.agency](mailto:sydney@crawford.agency).

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*We are committed to providing reasonable accommodations for qualified individuals with disabilities in accordance with applicable law.*

*Employment with Crawford is at-will, and this job description does not create a contract of employment.*