

Associate Media Director

Do you live (eat, breathe and dream) for your clients, placing their well being above all other concerns and work every day with the goal of exceeding their expectations?

Lead our team of Media Buyers (Market Specialists) and instill this belief system among your team by example, rigorous, insightful training and brutal honesty to help them be the best in the business.

Your passion, vision and enthusiasm is infectious and inspiring. You are a natural born leader. You hold the highest standards for your work and never settle. If this is you - join us!

What You Will Do To Succeed

- **Posses Direct Results' core values:**
 - **Proactivity/Leadership** - Leading rather than following. Developing action rather than reaction. Researching, planning and setting a course to success.
 - **Enthusiasm** - With this attitude, you can accomplish anything. Enthusiasm is motivation to do all that you can for the best possible outcome. Enthusiasm is attractive and contagious.
 - **Adaptability/Open Mindedness** - Adaptability encourages us to operate with an open mind. Assess the landscape and Learn from each other. Adaptability leads to shifts and changes that develop positive outcomes..
 - **Collaboration** - Success is rooted in the ability to work towards a shared goal. Collaboration is teamwork, requiring active, open participation AND active listening.
 - **Engagement** - Everyday, Refresh, Renew and be committed to the goal. Focus each action on outstanding results. Be true to the goal and pure in the intentions.

- **Media Planning Assistance:** Work with Acct Manager and use your in-depth understanding of accounts' needs to implement direct response data-driven strategies to drive results.

- **Team Management:**
 - **Facilitate** smooth communication between account managers and buyers
 - Receive and delegate buy specs ensuring the market specialist understands and implements the buy spec strategy correctly and according to company standards.
 - Delegate tasks
 - Lead training
 - Insert yourself into the workflow process and ultimately be responsible for your team .

- **Time Management:**
 - Manage deadlines in conjunction with team member workloads..

What You'll Need to Succeed

- 4+ years of combined direct response, traditional and digital (streaming, podcast) audio media buying experience
- Management and leadership skills; Previous experience effectively leading a team
- Ability to interface effectively with senior agency management and client personnel
- Motivated to work in a team environment that promotes collaboration
- "Self-starter", strong organizational skills, ability to prioritize workloads
- Administer and Analyze time management processes to attain optimal teamwork efficiency
- Bachelor's degree from a four-year college/university - degree in Marketing, Advertising preferred

You'll Make an Impact by:

Motivating and inspiring those around you by paying attention to detail and offering thoughtful answers to questions which arise, while empowering buyers to independently make decisions and affect optimal campaign results. Structuring a high-caliber team managing all responsibilities. Developing sensible media strategies based on understanding of marketing and advertising.

With Whom You'll Partner:

- Report to our company President
- Day to Day with Account Managers and Audio Market Specialists/Media buyers

What You Can Expect:

- The opportunity to grow the agency and yourself.
- Establishing a presence outside of the teams you lead.
- A place that cares about your personal goals just as much as your work.

About Direct Results

Direct Results' customized audio advertising campaigns precisely match advertisers with key consumers empowering them to take immediate action. We do it with a state-of-the-art proprietary database application identifying broadcasters by 72 psychographics and lifestyle characteristics. The application catalogs all historic ROI data allowing DIRECT RESULTS to effectively pinpoint the target consumer. We specialize in "everything audio" and work in virtually every category including: health, beauty, diet, financial, business opportunity, entertainment, retail, political, travel, B to B and others.

Join Us!