GeoPoll

Media Planner, Nairobi, Kenya

About this Job

GeoPoll, the world's largest mobile surveying platform, is looking for a Media Planner to join our Research Team in the Nairobi, Kenya office. The ideal candidate will be a team player with a pulse on the dynamic media landscape. The Media Planner will be required to create media plans, evaluate campaigns and provide insights for media buying. This position requires a sober thinker with a keen eye for detail, super sharp analytical mind and street smarts for applied audience measurement knowledge and practice.

Responsibilities

- Authoritatively guide clients on maximizing returns on advertising, across different media channels.
- Demonstrate upside down thinking for effective campaign reach by target segments alongside acquisition of media properties.
- Show boldness in data analysis to assess impact and suitability of different media types, for targeting a specific market.
- Develop an understanding of media research habits and trends for TV, Radio, Print, Online and Outdoor, in addition to providing authoritative insights to clients on the impacts of different mediums of advertising.
- Recommends effective strategies for campaign execution for both Advertising and Public Relations.
- Willingness to go the extra mile in understanding client needs and objectives in the pre-creative process

Requirements

- A Bachelor's degree in Commerce, Media Studies, and Business Management is required as a minimum. Industry experience in a Research Agency, Media House, Advertising Agency or Public Relations Firm is desirable.
- Aptitude for learning new technical and soft skills (people management) is essential.
- Excellent organizational skills and attention to detail
- Ability to multi task and adaptable to change
- Strong analytical skills
- Advanced computer skills in Ms Word, Excel, Power Point
- Confidence and ability to communicate clearly and articulately.
- Willingness to learn, share and transfer knowledge to team members.

Training

- On-the-job training will be provided to allow interaction with GeoPoll data portal as well as understanding different matrices for deliverables.
- You will be required to familiarize yourself with the technical definitions of Kantar GeoPoll Media Measurements (KGMM), Media Planning tools and generally an all-round understanding of

audience research. These include measures for audience rating and metrics for campaign planning and evaluation.

- The media planner is expected to understand interconnectivity between and amongst other teams at GeoPoll, including Technical, Operations, Research and Client service.

About GeoPoll

GeoPoll is the world's largest real-time mobile survey platform, reaching a growing network of more than 200 million users in 20 countries worldwide on a deeply granular level and at unprecedented scale. Through partnerships with telecom providers and a multimodal platform powered by SMS and voice, GeoPoll enables companies and organizations to gather quick, accurate and in-depth insights on anything from preferences on consumer goods to election transparency and access to basic government services.

To apply please email a cover letter and resume to jobs@geopoll.com with the job title in the subject line.